DISSERTATION

FOR THE AWARD OF DEGREE

MASTER OF HOSPITAL ADMINISTRATION

SESSION 2022-2024

"SURVEYING SOCIAL MEDIA: ANALYZING PUBLIC PERCEPTION AND BRAND AWARENESS AMONG TERTIARY CARE HOSPITALS"

MANTSHA

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I, **Mantsha**, hereby declare that the present thesis titled **entitled "Surveying Social Media: Analyzing Public Perception and Brand Awareness among Tertiary Care hospitals"** under the guidance of **Dr. Nidhi Bansal** at Santosh Deemed to be University is a bonafide/original research work. I also hereby declare that there is less than 10% similarity and the present research work has not been submitted for the award of any degree/diploma of the same institution where the work was carried out or at any other institution.

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Respected Sir,

I request you to kindly consider and register the subject of my dissertation entitled **"Surveying Social Media: Analyzing Public Perception and Brand Awareness Among Tertiary Care hospitals"** for the year 2022-2024 with the view to appear in MHA examination in 2024.

The dissertation with four copies and necessary particulars are enclosed herewith.

Thanking you

Yours truly

Mantsha

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Post-Graduation Student, Batch 2022-2024

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ACKNOWLEDGEMENT

Having completed my under-graduation few years ago, I have had roller coaster ride of my life before I could attain my place in this institution for the degree, I like many other students, of my dreams. All my family, relatives, friends, seniors, employers and all other well-wishers, whom I have been blessed to have in large numbers, tried to convince me, either out of love or anger or frustration or reasoning, to either give up on my dream subject or compromise on it and look for alternatives. But the pleasure of this success is not only soothing over all my past failures but also immensely overwhelming for all my loved ones including me.

The road to success is never easy but once achieved all roads to the goal seems like a bed of flowers giving you fragrance of knowledge and divinity of experience.

With a heartful modesty, it is a genuine pleasure to express my deep sense of thanks and gratitude to my mentor, teacher and guide **Dr Nidhi Bansal**, Assistant Professor, Department of Hospital Administration, Santosh Deemed to be University, Ghaziabad. It has been my delightful pleasure to walk under the shadow of such an eminent advisor and mentor for my study. I am grateful for her unvarying support, timely counsel, meticulous inspection, scientific approach and scholarly advice and guidance throughout my post-graduation which has helped me accomplish this research. She has always been approachable, understanding, calm and reasonable to our problems and with nippy and witty solutions for the same.

I would also thank from bottom of my heart to **Dr Manish Sabharwal**, Assistant Professor of Hospital Administration for supporting me every time. His presence and guidance made this research a wonderful journey.

I owe a deep sense of gratitude to **Dr. Shalabh Gupta**, Professor and Dean Academics. I would like to thank him for all the opportunities, guidance, insightful comments and encouragement. His support and knowledge has helped me achieve this timely dissertation. This same amount of support and guidance was also provided by all the seniors, my colleagues and juniors of the hospital administration department who helped me through my dissertation work and for which I shall always be in debt.

I would also avail this opportunity to thank all my friends here and back home who have been a constant shore for all my ups and downs in this memorable voyage. Success has no meaning if you are unable to share it with our loved ones. Their happiness in your triumph adds stars to the moony nights of your celebration.

I also owe big thanks to my parents **Mr. Irshad Ali, Mrs. Ayesha** for their support and love during these academic years.

This research would not have been possible without the support of my family, friends, and the general public. Their encouragement and contributions were invaluable, and I am deeply grateful for their assistance throughout this journey.

Above all, I remember our god for giving me this opportunity, and blessing me with such empowering teachers, institution, intellect and skill in accomplishing this work as success.

MANTSHA

(Batch 2022-2024)

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CHAPTER – 1

INTRODUCTION

In the contemporary digital era, social media has significantly transformed the manner in which information is disseminated and shared. These online platforms have become an integral part of our daily lives, influencing how we interact with friends, family, and even businesses. One sector that has experienced the impact of social media is healthcare, particularly in large, specialized hospitals. Consider a large hospital equipped with cutting-edge equipment and staffed by highly skilled physicians capable of handling intricate medical cases. These tertiary care hospitals are the superheroes of the healthcare world, serving as the go-to destination for specialized treatment or complicated health issues. Now, let's explore how these hospitals have historically communicated with the public. They might have utilized print advertisements in newspapers or on TV, or distributed flyers. However, they are now embracing social media, just like the rest of us. Why are they doing so? There are several reasons. Firstly, they aim to connect with people where they already spend a significant amount of time – on platforms like Facebook, Twitter, or Instagram. This approach is like putting up a booth on a busy mall rather than a peaceful street corner.

Hospitals use social media to perform a variety of tasks, such as sharing health tips, posting about successful treatments, and introducing their medical professionals. This approach allows them to showcase their expertise and build trust with the public. However, the use of social media for healthcare is not only about self-promotion; it also enables two-way communication between hospitals and patients or their families, who can ask questions, share their experiences, and provide feedback. This interaction can help healthcare providers understand what their patients need and want. The interesting aspect of this research is assessing how people respond to hospitals' social media presence. Do they appreciate it, does it increase their trust in the hospital, or does it seem strange to see medical staff alongside cat videos and vacation photos? The study aims to determine if and how social media is transforming people's perceptions of these big, specialized hospitals. For instance, posting helpful health information regularly may lead people to view the hospital as a trustworthy

source of medical knowledge. Sharing stories of successful patient treatments could make people feel more confident about seeking their services if they require specialized care. However, if a hospital handles social media poorly, such as by posting inappropriate content or making inaccurate statements, it could harm their reputation. Thus, social media, although a powerful tool, must be employed cautiously, especially in the context of healthcare.

This study also examines the impact of social media on a hospital's "brand." Just like how people associate Apple with smartphones or Nike with sneakers, a hospital has a brand image that comes to mind when people think about it. Social media can significantly influence this brand image. By analyzing this data, we can gain valuable insights into how social media is transforming the way hospitals interact with the general public. It may help hospitals develop more effective strategies for using social media to connect with patients and their loved ones. Furthermore, this research can help the rest of us comprehend how to better utilize social media when seeking health information or selecting a hospital.

In essence, this study aims to shed light on a new chapter in the discussion of healthcare, highlighting how the digital world is changing one of the most critical aspects of our lives – our health and the healthcare facilities we rely on.

1.1 Background

1.1.1 Digital transformation of social media marketing in the healthcare sector

Social media marketing has drastically changed the healthcare business as a result of the digital revolution. Online communities that stress information exchange and interactive involvement have grown in number as a result of the internet's extensive accessibility and the quick development of social and network technology. With billions of users globally, social media platforms, which are based on Web 2.0 principles, facilitate the production and sharing of user-generated content on a vast scale. Social media sites like Facebook, Instagram, Twitter, and TikTok have become indispensable parts of today's communication environment because they provide unmatched chances for interaction and reach [30].

As a result the healthcare industry has realized the potential of these platforms, leading to the emergence of concepts like "Health 2.0" and "Medicine 2.0," which refer to the integration of social media in patient care and information exchange [30]. The method that healthcare information is distributed has also changed as a result of this shift, which has also altered the relationship between medical professionals and patients by creating more direct and immediate channels of communication.

Using social media to reach different audiences, health researchers can be categorized into two groups:

1. Online health communities: These facilitate conversations about matters pertaining to healthcare.

2. Web-based social networks: All-purpose websites like Instagram, Facebook, and YouTube.

Therefore, Social media use has transformed the healthcare industry by giving patients and healthcare professionals a forum for information sharing and patient-provider connections.

Healthcare practitioners can gain a number of advantages by adopting social media, including

1. Improving connections within the professional community

2. Boosting the loyalty of patients

3. Drawing in a greater number of patients

4. Providing precise health information

Thus, Social media is enabling one-to-one, one-to-many, and many-to-many conversations between patients and physicians, which is changing traditional healthcare patterns that are presented in Fig. 1.

Various social media platforms and online tools support the healthcare industry and foster positive patient-physician connections. Users can communicate, produce, share, and exchange data (text, audio, video, documents, etc.) with this internet-based technology. Social media is a potent instrument in the healthcare industry today [2].

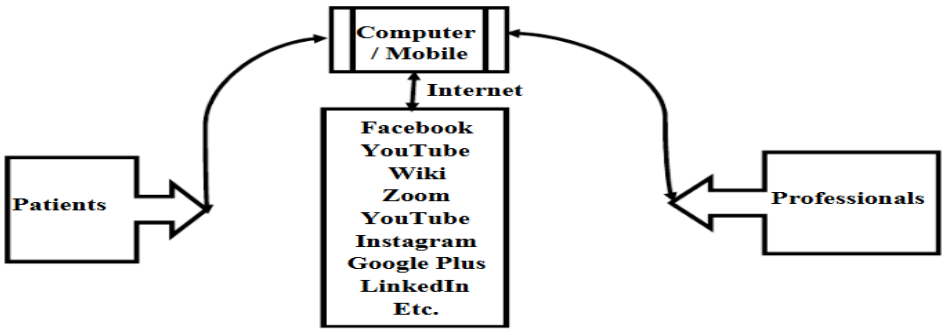


Fig. 1. Interaction between patients and professionals through social media

Social media's application in healthcare encompasses:

- Brand promotion

- Community involvement

- Patient education

- Communicating during a crisis

- Mechanisms for feedback

Hence, Social media is an essential communication channel for tertiary care hospitals to communicate with their various constituencies, which include patients, families, medical professionals, and the broader public.

1.1.2 Effect of social media marketing on public perception and brand recognition

Public perception in healthcare relates to people's attitudes, beliefs, and views concerning healthcare institutions. Factors that influence this perception include the quality of care, patient experiences, media coverage, and online reviews. Social media has a significant impact on public opinion since it allows for real-time communication and response. A positive public view is critical for tertiary care hospitals because it builds trust, promotes patient choice, and helps with reputation management, particularly during crises.

In contrast, brand awareness refers to the extent to which the general public recognizes and understands a hospital's brand. In the competitive healthcare industry, good brand awareness

can result in increased patient volumes, stronger community relationships, and the capacity to attract top-tier medical personnel. Developing and sustaining brand awareness in tertiary care organizations requires consistent messaging, high-quality content, a strong visual identity, and active community engagement. Social media platforms are a perfect setting for these initiatives, allowing hospitals to reach a larger audience more effectively.

To conclude, public perception and brand awareness have a significant impact on the reputation and visibility of tertiary care hospitals in the communities they serve. Understanding how the public perceives these organizations on social media platforms is critical for building positive relationships, increasing trust, and assuring clear communication. By evaluating the dynamics of public opinion and recognition of the brand online, this study intends to identify techniques that tertiary care hospitals can apply to maximize their digital visibility and effectively engage with their target audience.

1.1.3 The impact of social media marketing on the healthcare industry in India

Despite India's low internet penetration rate, the enormous user population demonstrates the importance of online platforms for enterprises. This unanticipated increase in social media usage has sparked an **"internet gold rush,"** with businesses realizing the potential for connectedness and outreach. Healthcare has emerged as one of India's most profitable and job-generating industries. The industry is quickly developing as a result of greater coverage, services, and more investment by both public and private institutions. As a result, they are altering the healthcare system by establishing critical communication channels during health crises or emergencies.

1.1.4 The Effect of Social Media on Healthcare Decision-Making

In recent years, social media's influence on healthcare decision-making processes has grown significantly. According to Becker's Hospital Review, a reputable healthcare publication,

social media platforms have emerged as critical determinants in how individuals make vital healthcare decisions.

The analysis identifies two key areas where social media has the greatest impact:

1. Seeking Second Opinion (45%)

Almost half of the people polled acknowledged using social media channels to get a second opinion on their health issues. This statistic highlights the growing tendency of people turning to online communities, health forums, and social media groups for further information on their medical conditions or treatment alternatives. The reasons for this pattern of behavior could include:

- **Accessibility:** Social media gives you rapid access to a diverse range of viewpoints and experiences from other patients and healthcare experts.
- **Anonymity:** Patients can frequently ask delicate inquiries or express concerns without disclosing their identities.
- **Diverse Perspectives:** Social media enables patients to connect with people from different backgrounds and geographies, providing a greater spectrum of perspectives.
- **Real-time Information:** Users can receive prompt answers to their questions, which is especially useful when dealing with time-sensitive health situations.

This trend highlights the importance for healthcare providers to maintain an active and informative presence on social media platforms, where they can provide accurate, evidence-based information to counterbalance potential misinformation.

2. Choosing a Hospital or Doctor (41%).

The second most important impact of social media on healthcare decision-making is the selection of providers. Approximately 41% of patients said they used social media to choose a hospital or doctor. This study has far-reaching consequences for healthcare marketing and patient acquisition tactics. Factors contributing to this trend could include:

- **Online Reviews and Ratings:** Patients frequently use peer reviews and ratings offered on social media platforms to assess the quality of care delivered by hospitals and individual practitioners.
- **Virtual Tours and Showcases:** Hospitals and clinics use social media to highlight their facilities, technologies, and staff, allowing potential patients to make more informed selections.
- **Direct Engagement:** Social media enables patients to communicate directly with healthcare practitioners, ask questions, and evaluate their responsiveness and communication style.
- **Success Stories and Testimonials:** Posting patient success stories and testimonials on social media can have a major impact on potential patients' impressions and decisions.

These data are quite significant. With over half of patients turning to social media for second opinions and more than 40% utilizing it to choose healthcare providers, it's apparent that social media has become an essential element of the patient decision-making process. This trend emphasizes the importance of tertiary care hospitals and other healthcare providers developing comprehensive, engaging, and informative social media campaigns.

1.1.5 Potential Benefits and Challenges of Social Media Integration into Healthcare

The integration of social media into healthcare communication strategies has emerged as a prominent trend among tertiary care institutions, posing both opportunities and challenges in the current digital ecosystem. The following are the important aspects about the potential benefits and limitations of this integration:

➢ Potential Benefits:

1. Enhanced Patient Engagement

- Direct, real-time communication channels between patients and healthcare providers

- Interactive platforms for patients to ask questions and receive timely responses

- Opportunities for patients to share experiences and provide feedback

- Fostering a sense of community and support among patients

- Encouraging active patient participation in their healthcare journey

2. Improved Health Literacy

- Dissemination of accessible, easy-to-understand health information

- Use of diverse content formats (articles, infographics, and videos) to explain complex medical concepts.

- Regular updates on health trends, new treatments, and preventive measures

- Opportunity to address common health misconceptions

- Empowering patients to make informed decisions about their health

3. Rapid Information Dissemination

- Quick distribution of critical updates during health emergencies or outbreaks

- Real-time communication of changes in hospital policies or services

- Efficient sharing of public health advisories and guidelines

- Ability to reach a broad audience rapidly, potentially saving lives

- Effective management of public anxiety through timely, accurate information

4. Increased Brand Visibility and Recognition

- Building a strong online presence and digital identity for the hospital

- Showcasing hospital expertise, specialties, and state-of-the-art facilities

- Highlighting success stories and patient testimonials

- Increasing reach to potential patients beyond traditional marketing channels

- Enhancing the hospital's reputation as a modern, patient-centric institution

5. Improved Patient Satisfaction

- Providing multiple channels for patient feedback and concerns

- Demonstrating responsiveness and care through timely online interactions

- Offering convenient access to hospital information and services

- Creating a more personalized healthcare experience

- Facilitating positive word-of-mouth through online reviews and recommendations

➢ Challenges:

Please note the following important considerations:

1. Patient Privacy and Confidentiality

- Ensuring strict compliance with HIPAA and other relevant regulations

- Developing robust policies for handling patient information on social media

- Training staff on privacy protocols for online interactions

- Implementing secure systems to prevent data breaches

- Balancing transparency with the need to protect sensitive patient information

2. Misinformation Management

- Actively monitoring social media platforms for false or misleading health information

- Developing strategies to quickly identify and correct misinformation

- Educating the public on how to recognize credible health information online

- Collaborating with other healthcare institutions to combat widespread health myths

- Maintaining the hospital's reputation as a reliable source of health information

3. Resource Allocation

- Investing in dedicated social media management personnel

- Providing ongoing training for staff on effective social media use in healthcare

- Allocating budget for social media tools, analytics, and possibly paid advertising

- Balancing time and resources between online engagement and traditional patient care

- Justifying social media expenditure through measurable outcomes and ROI

4. Professional Boundary Maintenance

- Establishing clear guidelines for staff-patient interactions on social media

- Training healthcare professionals on maintaining professionalism online

- Navigating the fine line between being approachable and overly familiar

- Addressing ethical considerations in online patient interactions

- Managing staff personal social media use in relation to their professional role

5. Online Reputation Management

- Developing strategies for handling negative comments and reviews constructively

- Creating crisis communication plans for potential social media controversies

- Continuously monitoring the hospital's online reputation across platforms

- Encouraging and managing positive patient feedback

- Maintaining transparency while protecting the hospital's image

6. Content Creation and Management

- Developing a consistent content strategy aligned with the hospital's goals

- Creating engaging, relevant, and accurate health-related content regularly

- Ensuring content is accessible to diverse patient populations

- Navigating complex medical topics while maintaining clarity for a general audience

- Keeping up with rapidly changing social media trends and algorithms

7. Measuring Impact and ROI (Return on Investment)

- Defining clear metrics for social media success in a healthcare context

- Implementing tools and processes for tracking social media performance

- Correlating online engagement with tangible healthcare outcomes

- Justifying social media investments to hospital administration

- Continuously adapting strategies based on performance data

1.2 Problem Statement:

Tertiary care hospitals are increasingly adopting social media to connect with the public, promote their services, and raise brand awareness. However, the use of social media in healthcare raises ethical concerns about patient confidentiality, data protection, and the risk of disinformation. As a result, the study seeks to fill a knowledge gap by examining how social media influences public opinion and brand awareness of tertiary care hospitals. With the growing usage of social media in healthcare, it's important to examine how hospitals may

effectively manage their online presence in order to establish relevant brands while complying with ethical guidelines.

1.3 Significance of the Research

This study is expected to fill a significant gap in the literature by focusing explicitly on social media use in tertiary care hospitals, an area that has received little attention despite its importance in the healthcare ecosystem. While earlier studies have looked broadly at social media in healthcare, there has been a noticeable lack of detailed studies that look at the specific issues and opportunities that tertiary care hospitals confront in the digital age. This study's significance lies in providing targeted insights for these advanced medical facilities, guiding them in optimizing digital communication strategies while navigating distinct ethical challenges. By filling this knowledge gap, the research will inform policy development specific to tertiary care settings and offer practical recommendations for balancing effective social media use with patient welfare and professional integrity. The findings have the potential to shape future research and innovations in healthcare services through effective use of social media.

1.4 Overview of Study Framework and Design

This study used a descriptive cross-sectional technique, with 137 individuals completing an online survey. It has utilized sentiment analysis technologies to categorize and analyze public perceptions of tertiary care hospitals across various social media platforms, based on survey responses. The data will be evaluated statistically and graphically to provide patterns, correlations, and insights into how social media influences public opinion and hospital brand recognition.

The study is divided into several segments that assist the reader through the research process. The next chapters go into the aim & objectives, literature review, methodology used, data analysis tools used, results gained, and conclusions taken. Following this organized method, this dissertation intends to provide a complete knowledge of the complicated relationships between social media, public perception, and brand awareness in the context of tertiary care hospitals.

1.5 Ethical Considerations

The use of social media in healthcare involves obstacles, such as protecting patient privacy and confidentiality, combating misinformation, and devoting enough resources to efficiently administer social media accounts. Given the sensitivity of healthcare information and the possible influence on patient trust and hospital reputation, this study will follow strict ethical guidelines:

• **Informed Consent:** Participants will be fully informed about the study's purpose and rights before to participation. Participants' information will be kept secret and anonymised in all reports.

• **Data Protection:** All collected data will be securely maintained in accordance with applicable rules.

• **Ethical Approval:** Ethical approval for the study has been obtained from the Institutional Ethics Committee (IEC) **[Form No: SU/R/2024/1344(33)]** of Santosh Deemed to be University, Ghaziabad, UP before starting.

Consequently, hospitals must negotiate these issues while conforming to healthcare regulations and maintaining high ethical standards.

1.6 Definition of Terms

- **Communication:** Health care businesses use communication to reach their target audiences via using social media, traditional print methods, or word-of-mouth.

- **Marketing:** Marketing is the process by which health care organizations create messages to distribute through various media.

- **Social media:** A collection of web-based tools that health care businesses employ to reach customers with marketing and communication messages.

- **Descriptive cross-sectional approach:** This method collects data on variables of interest by watching a population at one particular moment in time, without any kind of manipulation or intervention.

- **Ethical concerns:** Ethical concerns include inappropriate use of social media, which may lead to unethical medical practices.

- **Health care:** Health care, or healthcare, is the process of improving people's health by preventing, diagnosing, treating, ameliorating, or curing disease, illness, accident, and other physical and mental disabilities.

- **ROI (Return on Investment):** In the context of social media, ROI assesses how well social media activities contribute to achieving specific business objectives, such as increased brand awareness, patient engagement, or improved healthcare outcomes, compared to the resources invested in those activities.

CHAPTER – 2

AIM & OBJECTIVES

2.1 Aim

To evaluate and analyze the online presence and reputation of tertiary care hospitals on various social media platforms in order to understand the public perception.

2.2 Objectives

1. To understand how hospitals should manage these platforms to build a meaningful brand based on human values.

2. Utilize sentiment analysis tools to categorize and analyze public opinions about tertiary care hospitals.

3. To assess and analyze the online presence and reputation of tertiary hospitals on various social media platforms, ensuring compliance with privacy and ethical considerations throughout the research process.

CHAPTER - 3

LITERATURE REVIEW

3.1 Rise of Social Media

Traditional print methods are gradually being replaced by social media as the main platform for marketing and promotion. Furthermore, social media significantly influences hospitals' strategic marketing initiatives (Revere et al., 2010). Consumers today primarily rely on the Internet to research possible healthcare providers and the caliber of each institution (Revere, 2010). Consumers allow a range of methods to affect their choice of healthcare facility, even though they typically use the Internet as their main source of information. Customers can compare hospital facilities and services by using the Internet to advertise an organization's goods and services. Taylor states that "it is thought that quality perceptions positively influence patient satisfaction, which in turn positively affects the patient's decision to select a particular healthcare professional."

In addition to being used as a search engine by customers, online marketing is a crucial part of healthcare marketing plans and techniques. It will make data on client satisfaction, services rendered, and goodwill established with the supplier viewable (Revere, 2010).

It is simple to give prospective customers access to high-quality strategy, performance, and outcome information when healthcare marketers use the Internet to improve consumer perception (Revere, 2010). Customers who use the Internet to research health care providers will therefore contribute to the assessment of the organization's caliber.

Consequently, relationships in social, cultural, and economic contexts shape current marketing techniques (Mittelstaedt, 2009). Since the turn of the century, the healthcare system has gotten better. Nowadays, hospitals are now able to offer services without outsourcing budget (Mittelstaedt, 2009). And physicians were able to acquire trust in 1929 when Blue Cross and Blue Shield established a framework for the growth of the health care industry as a marketing system (Mittelstaedt, 2009).

3.2 Social Media Marketing

A variety of sectors employ social media marketing, which is the process of creating, communicating, delivering, and exchanging offerings that are beneficial to the stakeholders in an organization through the use of social media technologies, platforms, and software (Tuten and Solomon, 2017, p. 18). Social media is frequently employed as a marketing tool, according to a systematic review by Kapoor et al. (2018). Facebook, Instagram, Google, Twitter, YouTube, LinkedIn, Wikis, blogs, discussion forums, podcasts, and vlogs are a few examples of social media platforms (Luo and Zhong, 2015).

Due to the existence of these social media platforms, the majority of its users are involved in similar activities (Sung et al., 2010). People use social media for 20% of their online time, according to Níelsen's 2018 social media research. Specifically, young people in the 18–24 age range spend 21 hours a month on social media. Additionally, Tsimonis and Dimitriadis (2014) found that social media is the cornerstone of modern business strategy and that marketers are motivated to use social media marketing by the platform's popularity, cost-cutting initiatives, and competitors' social media presence.

According to Ashley and Tuten (2015), LinkedIn's 2003 launch marks the beginning of the social media idea ten years ago. A year later, in 2004, this was followed by the launch of MySpace and Facebook. Twitter and Youtube then adopted similar strategies in 2005 and 2006, respectively. The number of users on online platforms has increased dramatically, reaching billions globally. According to Yahaya and Ayodeji (2019), Twitter had over 175 million users and Facebook had over 500 million users as of 2011. According to recent figures, Facebook produces more than one terabyte of data per day, and significant amounts of data and activity are also produced by other platforms like Twitter and TikTok.

The current beliefs in media theories suggest that traditional media possesses the exclusive ability to distribute information and sway public opinionBut the social media age circumvents these conventional avenues, drawing interested parties into conversations. According to Cabras and Bamforth (2016), the transition from conventional media's narrow range of content offerings to social media's specialized and customized media forms emphasizes the need to reevaluate the role of social influence in relation to traditional media power.

Thus, any direct or indirect marketing strategy used to increase awareness, recognition, memory, and action for brands, companies, products, people, or other organizations can be

referred to as social media marketing. Social web tools including content sharing, social networking, blogging, microblogging, and social bookmarking are used for this.

3.3 Brand Awareness

According to Seo and Park (2018), brand awareness is the capacity of consumers to recognize a brand in various contexts or to commit the brand name to memory. The existence of brand awareness suggests that customers are aware of the brand name, which raises the possibility that the brand will be considered for inclusion in the short list of contenders and, eventually, that it will be selected.According to Kartajaya (2010), referenced in Raharjo (2018), there are several indicators that can be used to measure brand awareness, such as Unaware of Brand, Brand Recognition, Brand Recall, and at the center of consciousness.

Tareq Hashem (2023) article examines the social media strategies building brand awareness through digital platforms in health care sector among healthcare sector in Jordan. Quantitative approach was adopted, and an online questionnaire was distributed on a sample of (400) individuals from beneficiaries of healthcare sector in Jordan over a period of 4 weeks, after which (369) out of (400) individuals responded, which suggested that the response rate was 92.25%, which was a statistically acceptable percentage. Results of study indicated that social media marketing strategies via digital platforms were responsible for 90% of the variation in brand awareness as the main hypothesis; also, sub-variables of social media marketing (SMM) were accepted as influencing brand awareness. However, it was seen that the most influential sub-variable was (Reach) which was responsible for89.2% of the variation with brand awareness and it appeared as the most influential variable of all. The study recommended leverage the user-generated content created by customers and patients to showcase the quality of services or products.

A study on the brand awareness of a multispecialty hospital in Coimbatore, Tamil Nadu, India, was carried out by Dr. V. Uma in 2021. 36.00% of the respondents, or the majority, said they learned about it online. 28.00% of respondents said they were recommended by friends and neighbors. According to the statement "To Whom you come to know the hospital," 24.00% of respondents said they learned about the hospital via relatives, and 12.00% said they learned about it from a colleague at work.

From the study 26.00% of the respondents have come to know by TV. , 48.00% of the respondents have come to know by newspaper and 26.00% of the respondents have come to known by social media to the statement “through which media you have seen the hospital advisements". It shows that there is relationship between whom you know and through which media. Hence, it can be concluded that healthcare organizations are in a competitive panorama wherein “branding” is greater crucial. So, virtual healthcare brands are redefining the brand in the market.

According to Dandu (2015), successful brand awareness creation relies on two key factors, given that customers are exposed to various marketing messages daily. The first factor is the necessity of having a broad sales base, as it is challenging to support brands with relatively small unit sales volumes and short life cycles. Consequently, companies often reduce the number of brands to focus on a niche market. The second factor is the need for companies to operate beyond traditional media channels. This highlights the close connection between brand awareness and brand positioning.

Moreover, social media can significantly enhance brand awareness and influence consumer behavior in forming purchase intentions for goods or services from well-known brands (Tariq et al., 2017).

For instance, Kurniawan & Effendi (2020) noted that Honda consumers were influenced to buy motorcycles due to advertisements on their social media homepages. Additionally, a study on Turkish university students found that social media advertisement awareness impacts brand awareness, brand image, attitude, and loyalty (Dulek & Saydan, 2019).

3.4 Public Perception

The psychological characteristic that affects a person's choice to buy products or services is referred to as consumer behavior. The definition given by Barmola & Srivastava (2010) is "the process by which individuals determine if, what, when, where, and from whom to

purchase products and services." It is also defined by Schiffman and Kanuk (1997) as the process of looking for, acquiring, utilizing, assessing, and getting rid of products, services, and ideas. According to a study, social media marketing can affect how people behave, with people being more likely to buy if they have greater access to media information (Jothi and Gaffoor, 2017).

Therefore, in the context of medical services, Kim et al (2008) adopted the concept of customer satisfaction and defined patient satisfaction as the perceived value and sustained response toward service-related stimuli before, during, or after the consumption of medical services. Patient satisfaction is concerned with the extent to which the expectations of a patient are met by the medical services. Customer satisfaction can influence brand equity through direct and indirect channels. Brand equity measures can include customer mindset, as well as product market and financial market outputs related to brands (Ailawadi et al, 2003).

Mayfield (2011) argues that social media will have an impact on customer purchasing decisions, brand quality, and advertising. Appel et al. (2020) assert that social media has become a vital marketing and communications medium for companies, organizations, and institutions, hence it is imperative to analyze social media's future in the perspective of consumer behavior and marketing. According to Lee (2013), because social media dialogues are more dynamic and two-way, they are better than traditional marketing strategies at creating and sustaining a feedback loop. Similar to this, Bansal and Gupta (2020) stated, "Social media provides real-time information and facilitates two-way communications between retailers and consumers, enabling retailers to serve their consumers more efficiently and effectively through improved customer relationship management, extended product lines, cost effectiveness, and customised offers."Today's consumers heavily rely on the internet to research products and services, underscoring the significance of a robust social media presence. Positive customer feedback also plays a crucial role in encouraging purchases and increasing a company's revenue (Bansal & Gupta, 2020).

Mazzini Muda and Noor Rita Mohamed Khan (2020) claim that social media has significantly changed how buyers and sellers of commodities communicate. Young consumers, the researchers discovered, are less likely to trust traditional product advertising from firms and are more likely to rely on product suggestions and information from other customers on social media.

Numerous scholarly investigations have explored the ways in which social media shapes public opinion and influences the healthcare sector. Aziza (2024) conducted a study that examined the impact of brand ambassadors and social media marketing on purchase intent and brand awareness. The study highlighted the noteworthy influence of social media marketing on brand awareness. According to Chatterjee (2022), social media marketing has a notable effect on the healthcare and automotive sectors in India, offering opportunities to reach target customers and enhance their loyalty. Udenze (2021) highlighted that businesses, including those in the healthcare sector, are utilizing social media strategies for advertising and marketing purposes.

3.5 Social Media Strategies in Marketing

Today, digital marketing strategies are heavily based on social media marketing. This strategy involves creating and sharing content across various social media channels to achieve marketing and branding goals. This allows companies to reach a wider and more diverse audience, strengthen customer relationships and ultimately increase sales (Li et al., 2021). By using various strategies such as advertising, content creation and customer engagement, businesses can build a strong social media presence and increase brand awareness. In addition, social media marketing provides important insights into how customers shop that can guide future content and campaigns. If done well, social media marketing can be a key tool for any business (Vrontis et al., 2021).Social media marketing involves the use of websites such as Facebook, Twitter, Instagram, YouTube, LinkedIn and other websites to develop and maintain a company's online presence (Drummond et al., 2020). This process includes creating and sharing content relevant to the company's target group, communicating with existing customers and running campaigns to increase visibility and attract new leads (Di Domenico et al., 2021).

Basic social media marketing strategies such as Mason et al. (2021), Quesenberry (2020) and Zello et al. (2020), include:

1. **Set goals and objectives:** Before diving into social media activities, clearly define the goals and objectives that your marketing efforts are aimed at.

2. **Establish a digital presence:** Before implementing your social media marketing strategy, establish an online presence on the social networks you plan to target.

3. Engage with your audience: Once your online presence is established, be active with your audience by responding to comments and questions.

4. Align Social Media with Other Marketing Activities: For better results, make sure your social media supports other marketing strategies such as email, organic search and paid advertising.

5. Use automation and productivity tools: Use tools to effectively manage your social media accounts that can increase productivity.

6. Track progress: See and analyze your data continuously to make sure you're getting the results you want and make the necessary changes to your strategies.

In a detailed analysis of marketing strategies by Bala, M., and Verma, D. (2018), it's noted that digital marketing encompasses the utilization of a company's website along with various online promotional tactics, including banner ads, search engine optimization, pay-per-click advertising, email campaigns, and links or services from other websites to attract new customers. It's common for many to perceive internet marketing as merely a website with its content, but it's far more intricate. Internet marketing involves the interconnectedness of a website, search engines, partner websites, blogs, other site links, business-to-business relationships, customers, outsourcing partners, and more. For any marketing strategy, it's crucial to target as wide an audience as possible, and in the realm of internet marketing, the potential customer base is directly linked to the reach of the internet itself.

When it comes to marketing a company's products through social media platforms like Facebook or Instagram, utilizing influencers, or establishing an online presence to engage with customers, this is referred to as social media marketing. Anwar, M. (2019) highlights how the digital era has significantly influenced individual and collective thought processes, as well as the perspectives of service providers. The swift expansion of Information and Communication Technology (ICT) and its associated tools have improved the quality of life for people. The evolution of social media and other communication media has also been a subject of significant change. Kim, A. J., & Ko, E. (2012) illustrate that as the adoption of social media marketing has grown exponentially, not only are existing social media users increasing but also businesses and governmental entities are turning to these platforms as communication tools.

According to the Pew Research Center, the demographic of social media users is predominantly young, with nearly 90% of individuals between the ages of 18 and 29 active on at least one social media platform. These users are also more educated and tend to be wealthier or earn an annual income of over $75,000. The leading social media apps include Facebook, YouTube, WhatsApp, Messenger, Instagram, TikTok, QQ, Douyin, and Sino Weibo.

Here are some of the leading social media platforms used for marketing purposes and engaging with the target audience:

i. **Facebook:** It stands out as one of the most popular free social networking sites, offering registered users the ability to create profiles, share photos and videos, send messages, and maintain connections with friends, family, and colleagues. It serves as an online community where individuals can create personal profiles, share content, and interact with others through their own profiles or "Timelines."

ii. **WhatsApp:** WhatsApp (also called WhatsApp Messenger) is a worldwide open-source, cross-platform instant messaging (IM) service and voice over IP (VoIP) platform, owned by Meta Platforms (formerly known as Facebook). Its popularity stems from the fact that it offers end-to-end encryption, which means that only the recipient can view messages. Additionally, calls on WhatsApp are private, ensuring that no third parties can listen in on the conversation.

iii. **YouTube:** YouTube is a video-sharing platform that allows users to view videos uploaded by others and upload their own content. Launched in 2005 and later acquired by Google in 2006, YouTube features uploads that may appear on its site and on other platforms. The platform's slogan, "Broadcast Yourself," highlights its emphasis on user-generated content, although major companies and organizations often use it for promotional purposes as well. The majority of content on YouTube is created by
amateurs.

iv. **Twitter:** Twitter is a social media platform that enables users to share quick updates and view posts, known as "tweets," from others in real-time.

v. **TikTok:** TikTok is a social app focused on video creation and sharing. It's popular for music- related content, with creators taking advantage of its extensive library of songs, sounds, and channels to make short videos that often involve dancing or lip-syncing.

vi. **Pinterest:** Pinterest is a professional networking site that lets users create profiles, post resumes, and communicate with other professionals and jobseekers. It's a platform where users can share ideas and photos by "pinning" them and adding descriptions to their profile pages.

vii. **MySpace:** MySpace is a social media platform that allows users to stay connected with friends and meet new people. Originally designed for bands to promote their music, it has since evolved into a broader social network.

viii. **Instagram:** Instagram is a photo-sharing application that offers various filters to apply to pictures with just a tap, allowing users to share their photos with others.

ix. **Journal:** Journal, or Web Log, is a simple form of blogging that anyone can set up and share content on.

x. **Wiki:** A wiki is a website where users can add and edit content collaboratively using their browser. Understanding the depth of each platform's reach across the global online community is essential for effective social media marketing.

Choosing which social media platform, a brand will concentrate its advertising efforts on is a critical decision that shouldn't be based on intuition alone. Facebook stands as the world's largest social network, offering a significant edge over the competition.

As of November 2022, the most popular social media platforms are as follows:

1. **Facebook** (2.74 billion users)
2. **YouTube** (2.29 billion users)
3. **WhatsApp** (2 billion users)
4. **Facebook Messenger** (1.3 billion users) <vs> **Instagram** (1.22 billion users)

5. **WeChat** (1.21 billion users)
6. **TikTok** (689 million users)
7. **QQ** (617 million users)
8. **Douyin** (600 million users)
9. **Sino Weibo** (511 million users)
10. **Reddit** (430 million users).

Therefore, social media has emerged as the primary channel of communication for billions of people worldwide. Major platforms like Facebook, Twitter, and LinkedIn attract billions of active users. By partnering with data marketing agencies, brands can tap into this wide-reaching audience. This includes improving email marketing, optimizing websites for search engines, among other strategies. Through these efforts, brands can effectively connect and engage with their target audience.

3.6 Comparison Between Social Media and Traditional Print Advertising Techniques

In the realm of advertising, the emergence of social media has heralded a shift towards a sector valued in the billions of dollars. This transformation has sparked a widespread debate concerning the efficacy of these new mediums in comparison to their traditional counterparts (Sundar, 1998). In an attempt to elucidate this matter, Sundar undertook a study to investigate the recollections of advertisements presented through various media channels, specifically online versus print, and to discern whether certain types of advertisements were more suited to one medium over another.

The study employed a controlled research design to explore the differences in memory retention between traditional print advertising and social media platforms. It examined the participants' competency in remembering and identifying advertisements when presented in the guise of news articles across both newspaper front pages and websites (Sundar, 1998).

The results of this study suggest that individuals exposed to news content, which frequently incorporates advertisements, exhibit a greater recall of the advertising's content compared to

those exposed to online content. However, there was found to be no significant difference in the ability to recall the content of the news articles themselves (Sundar, 1998).

3.7 Overview of Healthcare

In recent years, the country's health statistics have seen notable improvements. From a death rate of 27.4 per thousand in 1949 to 14.2 per thousand in 1981, the overall mortality rate has seen a decline. Over the period from 2001 to 2011, there was a rise in life expectancy at birth from 63.3 to 65.4 years. The rate of infant mortality saw a drop from 71 in 1997 to 60 in 2011. Between 1998 and 2011, both the birth rate and death rate in the country saw significant reductions, dropping to 24.8 births per thousand and 8 deaths per thousand during that period. From 2002 to 2013, the number of hospital beds increased from 9,14,543 to 13,76,013, providing current access to over 13,76,013 beds across approximately 35,416 hospitals.

At present, these numbers reflect a balance between the availability of medical facilities and their utilization by the public, with an average of 13,76,013 beds across 35,416 hospitals available for service. Between 2006 and 2011, the average number of hospital beds per thousand people increased to 1.312, with 0.6 physicians available for 1,000 people. This stands in contrast to the recommended ratio in advanced countries, which is 8 to 10 beds per 1,000 people and 1.6 to 3.3 doctors per 1,000 people.

In India, the government owns 75% of the nation's hospitals, followed by missionary organizations at 18%, private and philanthropic groups at 7%, and mission organizations at 18%. Health statistics from 2010 indicate that there were 22.9 births for every 1,000 people and 8.2 deaths per 1,000. The healthcare sector in India has seen a significant boost from investment opportunities presented by the Investment Commission of India, with an average increase of over 12% in health care activities annually over the last four years. The influence of medical tourism, or healthcare travel, has played a major role in shaping India's healthcare landscape. According to projections by McKinsey-CII, by 2015, health insurance coverage is expected to reach up to 315 million people, with potential premiums reaching $7 million. The health care industry should embrace cutting-edge and creative technology, with telemedicine

being one of the innovative technologies that can provide high-quality health care even in remote areas.

3.7.1 Social Media's Impact on Healthcare

Healthcare organizations—such as United Nations Children's Fund (UNICEF), International Medical Corps, Pan American Health Organization (PAHO), Global Alliance for Improved Nutrition (GAIN), African Medical and Research Foundation (AMREF), Nongovernmental Organizations (NGOs), etc.—are thinking about using social media as a crucial tool for their marketing and communications plans. As stated by Grindrod et al., Table 1 lists several digital media platforms, including social media, E-professionalism, blog writing, Facebook, Twitter, Wikipedia, and second life. Table 1: Grindrod et al.'s Introduction to Digital Media.

S. NO.	Name of digital media	Remarks
1	**Social media**	Modern diseases can be talked in a few seconds through social networks such as Facebook, Twitter, Instagram, and other analogue through computers, smartphones, and tablets. The main benefits of social media include: The proposed actions are: (a) Profiles' forming, (b) Friendship and ideas' interchange, (c) Content creation for educational purposes and knowledge sharing; (d) Content sharing, commenting, tagging friends, and post liking.
2	**E–Professionalism**	CSC Health Services refer to a vast population of people, especially those in the rural areas, who are seeking to change. To fulfill these needs the Indian government has started the schemes like Apophatic, Ayurvedic and Homoeopathic healthcare centers. These are basic services to patients and include consultations via phone calls and some forms of diagnosing. The PMBJP has set up Pradhan Mantri Jan Aushadhi Kendra to help the public avail cheap medicines; while the Rajasthan Government through Rajasthan Medical Stores Corporation is supplying all medications for free of charge to the public.
3	**Health Blogging**	These are websites and online health magazines that facilitate the discussion

	websites	on the advantages and disadvantages of various compounds. Within these platforms, bloggers delve into topics such as diseases, patient symptoms, and make medication recommendations through interactions with healthcare professionals. These blogs serve as sources of valuable information and provide recommendations [50]. Among the relevant blogs related to healthcare policies, examples include Healthcare Drive, Health Blog, HIT Consultant, and the National Academy for State Health Policy (NASHP) Blog.
4	**Facebook**	The World's largest and most popular social networking platform is recognized for its contributions in several areas. It connects individuals with friends, family, professionals from diverse fields, and like-minded individuals [50]. An estimate of 2.7 billion people across the globe engage in activities such as uploading pictures, sharing content, linking, and video sharing. This platform offers opportunities for personal, social, and professional interactions.
5	**Twitter**	It is microblogging and belongs to the social arena; it is an internet service provider particularly for the sending and receiving of messages known as tweets, which are up to 280 characters in length. At the same time, people using twitter accounts are rising in number daily. Twitter has 145 million active users per day and 330 million active users per month currently. Hence, while the global distribution of Twitter users' age remains diverse, 63% of all the users of the platform are within the age bracket of 35-65 years [50].
6	**Wikipedia**	This is a free website that allows you to create your own pages or edit existing content.
7	**Second Life**	It is developed by Linden Labs which being a virtual reality provider offer the services. The participants' representation in the environment is referred to as an avatar. Here you can generate own 3D model and communicate with avatars created by you, as well as interact with them. A healthcare professional can make communication with patients and discuss different kinds of documents which can be reports, for example, pathology, radiology. It is a nice program for getting acquainted with the virtual world [50].

3.7.2 Hospital social media marketing strategies

Several studies have examined social media strategies used by hospitals and their effectiveness. Medina-Aguerrebere (2017) and Medina-Aguerrebere (2018) considered hospital social media as a powerful institutional communication tool for building a reputable brand and improving relationships with diverse audiences. Abdurahman et al. (2023) conducted a comparative analysis of the use of social media in public and private hospitals in Nigeria, highlighting the active use of social media for marketing and corporate communications by private hospitals.

According to Taufik et al. (2022), digital marketing has revolutionized the healthcare sector with its profound ability to take healthcare marketing to the next level. This form of marketing enables healthcare organizations to reach potential patients in a targeted and personalized way, creating a seamless and well-organized experience for the patient (Kapula et al., 2023). With the introduction of digital marketing, healthcare organizations can access mumerous platforms, such as websites, social media, and search engine optimization, to provide accurate and engaging health-related content to potential patients (Fahmi et al., 2022). Besides, digital marketing also allows healthcare organizations to use analytics to harness detailed insights that can help to shape effective and timely marketing strategies. This can enable them to stay ahead of the competition and improve the efficiency of their campaigns (Khiong, 2022).

3.7.3 Utilization of Social Media in Indian Hospitals

India's healthcare sector is experiencing rapid growth, presenting a significant opportunity for market expansion. As a result, social media platforms have emerged as highly accessible and cost-effective marketing tools. Hospitals in India are recognizing the value and efficacy of engaging with the public through various social media channels, including Facebook, Instagram, YouTube, among others, which are among the most frequently accessed or searched platforms. A digitally savvy population, readily accessible with instant access to

information and capable of conducting quick reviews, perceives social media as a credible and dependable source of information.

Social media offers healthcare organizations, such as hospitals, the opportunity to connect with their audience more effectively and in a manner that is more acceptable than traditional marketing methods. There is a growing trend for hospitals to embrace the potential of social media marketing.

India (For the year 2020)	
Internet users - 564.5 Million	**Facebook users** – 346.2 million
Smartphone users – 2.7 billion	**YouTube** – 265 million (more than 1200 Indian Channels)
Mobile Internet Users – 448.2 million	**Instagram** – 88 million
	Twitter – 13.15 million
	LinkedIn – 62 million

Table No. 1(Sources: Analytics Insight, Statista, The Times of India)

As illustrated in the table above, Facebook, YouTube, and Instagram are the most popular social media platforms for marketing. It can be stated that social media is a valuable resource today.

A study conducted by Amrita in 2013 aimed to assess and analyze the presence of hospitals from India on various social media platforms, including Facebook, YouTube, and Instagram. This study employed a descriptive research design and gathered primary data from hospital websites and social media platforms to determine the extent of social media utilization by hospitals across India. The findings indicated that, among 266 hospitals in 10 major cities,

there was a relatively low usage of social media platforms by Indian hospitals. The study observed that a handful of hospitals did not have a presence on all three primary social media platforms, suggesting that there is a wide variation in the use of social media among hospitals and different cities. The research underscored the necessity for awareness of social media among Indian hospitals, highlighting the importance of strategic implementation in emerging economies and the importance of meeting user expectations. Furthermore, the study emphasized the critical role of social media in influencing consumer decisions in the healthcare sector, particularly considering factors such as cost and quality.

A subsequent research by Pwc (2016) explored the role of various hospitals on social media platforms such as Facebook, YouTube, and Instagram in India. This research employed a descriptive approach and collected firsthand information from hospital websites and social media platforms to evaluate the degree of social media engagement among Indian hospitals. The findings indicated that the 266 hospitals across 10 major cities included in the study had a minimal utilization of social media platforms, despite the importance of social media awareness in these medical institutions and the necessity of strategic social media use in emerging economies, taking into account user expectations.

The study also highlighted the significance of social media in Indian hospitals and stressed the importance of employing rational strategies in the use of social media in these regions, considering user demands. Furthermore, it suggested that the impact of social media reviews on consumer decisions in the healthcare sector needs careful consideration, focusing on both affordability and quality.

Thus, the literature review concluded that social media's usage among Indian hospitals is on the rise, offering advantages such as increased revenue, improved staffing, and higher patient satisfaction. However, platforms like Facebook, Instagram, and YouTube are being adopted at a low rate, varying by factors such as hospital size, location, and type.

3.8 The Influence of Social Media on Brand Recognition and Public Perception

Otugo, Uzuegbunam, and Obikeze (2015) observed how much the Nigerian youth are aware of or inclined towards Facebook adverts by taking into consideration that the use of social media has become popular among them. Some 400 peoples from different universities in southeastern Nigeria were surveyed whereby it was found out that awareness about Facebook ads is high among young people. However, having not experienced directly advertising through Facebook 'attention problems' occur in recognizing and observing advertisements. Most young people do not buy such products as Facebooks ads help promote your business. They will never bookmark or visit your website nor will they like what their friends like when it comes to your offers. This study somehow contradicts the uses and gratifications theory but supports the social cognitive theory of communication. He advises that marketers using social media should ensure that they have highly forceful messages while being concise, engaging, detailed and well placed visuals in their ads.

A study conducted by Yulhasmida et al., (2019), at Kambang Hospital in Jambi revealed high traffic generated when content about hospital's image is modeled by employees and then disseminated via hospital's social media channels. Consequently, more patients visited this hospital because they trusted its services gradually till the total number raised significantly up to a certain level for a given period of time thus increasing sales volume along sensitization process for customers thereby enhancing profitability secretively since customers who come in with it experience tend to stay longer than those who may come once for just checking if there is good offer or not.

This research is also supported by (Ibnu & Solida, 2021), which states that viral marketing spread through hospital-owned social media will more easily attract customers' attention because it has strong e-WOM, so the possibility of increasing patient visits will be higher.

3.9 In-depth Comparison of Hospital Strategies

Nowadays, social media plays a significant role in changing how government projects are designed and implemented.It is connected to both public and private management, replacing old methods with new ones that save costs and time, while also increasing transparency and accountability. A study by Rajkumar et al. examined 50 hospitals with orthopaedic departments, analyzing the primary outcomes based on content posts related to education, research, orthopaedic surgery, local community, and personal specifications, as well as the

secondary outcome of the average number of posts. Online networking sites have also proven useful in plastic surgery practices, allowing patients to search for surgeons and easily communicate with them and each other about various brands.

Vipin Jain's (2019) study on 12 hospitals over two years revealed that 5 of them had a local and state-level approach, 4 had a local, state, and national approach, and the remaining 3 had an approach spanning from local to global dimensions. The results of this analysis suggest the importance of healthcare branding and its unique role in the development of healthcare marketing. Consequently, healthcare policymaking agencies need to understand this aspect at the macro-level, while hospital administrators must comprehend the dimensions that influence healthcare branding and reallocate their resources accordingly.
Linda M. Gallant's (2011) findings provide insights into how hospitals and other health-based websites can utilize vLindaarious online media formats for future health advocacy, as per the National Action Plan to Improve Health Literacy. These online media formats can enhance e-patients' engagement with health information and strengthen healthcare institutions' goals in providing health care resources for better health outcomes. The findings also offer guidance on how six types of online interactive media can be used to strategically manage health communication messages and data, thereby strengthening participatory medicine, where patients become active drivers of their own health, and healthcare providers inspire and value them.

In 2021, Vidhi Kalra undertook a research project involving 266 medical facilities located in 10 major cities across India, with the aim of evaluating their online presence on platforms such as Facebook, Instagram, and YouTube. The study uncovered that a considerable proportion of hospitals showed minimal activity on these social networks, with only a few being active across all three.

In 2017, Katherine Taken Smith noted a marked surge in the utilization of social media by healthcare entities. This is due to the fact that social media sites attract diverse audiences, raising the query of which platforms are more popular among users of various health services. The research indicated variations in social media engagement based on the range of services offered by a medical facility. Specifically, the study found that 95% of the highest-ranked medical institutions globally utilize social media. The objective of this investigation

was to explore whether the use of social media varies based on the hospital's size and the spectrum of services provided.

3.10 Ethical challenges in Social Media Marketing

In today's marketing landscape, academic discussions revolve around ethics, covering normative ethics (which deals with what should be), positive ethics (which addresses what currently exists or could potentially exist), consumer ethics (which outlines the moral principles guiding consumer behavior), and virtue ethics (which concerns what is genuinely ethical) approach (Hunt and Vitell, 1986, 2006; Murphy et al., 2007; Vitell, 2003).Unlike conventional marketing, which relies on one-way information distribution, the internet facilitates a back-and-forth dialogue, introducing new ethical and privacy challenges for marketers (Malhotra et al., 2004). Even with data publicly available on social media platforms, people retain expectations of privacy (Gruzd and Hernandez-Garcia, 2018; Gruzd et al., 2018b). The use of social media and the eagerness of consumers to share their experiences with brands on these platforms have led to the emergence of 'questionable' practices by organizations in collecting content from social media (DiStaso & Bortree, 2014). These practices offer valuable insights for organizations involved in social media analytics (SMA). SMA encompasses the acquisition, analysis, and sharing of information relevant to brands or personal data (such as consumer opinions, posts, and demographic details) from social media sites to inform business strategies (Hajli & Lin, 2016; Holsapple, Hsiao & Pakath, 2014). SMA is carried out on social media platforms like Twitter (SNS) and blogs, which today represent vast, almost invisible sources of data (Gleibs, 2014). While these practices benefit the organizations, they also spark concerns regarding privacy and/or ethics among consumers, social media users, and other stakeholders (such as government and policy makers), as the collection often occurs unobtrusively, without the user's knowledge or consent (Hajli & Lin, 2016; Martin, 2015).

Additionally, Jason F Jent et al. (2011) explored a study among pediatric faculty and trainees at the University of Miami's Leonard M. Miller School of Medicine campus in Florida, finding that between 14% and 18% of trainees (no faculty reported) had performed a web search on a patient's Internet or social media profiles. Furthermore, 14% of faculty expressed the intention to conduct web searches for more information about patients if necessary. This

research indicates that no faculty members have a documented history of using research on patient information. There was also a difference in response among faculty and trainees regarding concerning information found on adolescent profile sites on social media.

Hence, prior studies have evaluated the ethical nature of specific business behaviors or strategies by examining perceptions of morality, thereby capturing sentiments that are neutral or positively/negatively valenced (Brunk & Blümelhuber, 2011). Brunk (2010) has pinpointed areas of corporate activities that are likely to evoke favorable or unfavorable ethical judgments. More specifically, the author has devised a classification system that encompasses six domains of organizational behaviors that influence consumers' ethical judgments. These domains encompass consumers (e.g., customer service, advertising and targeting, etc.), employees (e.g., treatment of employees, health and safety protocols, etc.), environment (e.g., recycling, pollution, animal welfare, etc.), overseas community (e.g., resource exploitation), local community (e.g., relocation of operations, community support), and business community (e.g., fair trade and sourcing, accounting and reporting practices, etc.) (Brunk, 2010). In relation to the 'consumers' segment of the classification system, the author also highlights that marketing and consumer-related practices are often associated with "dubious ethics" (Brunk, 2010, p. 257), particularly in areas such as pricing and labeling, targeting and advertising strategies, and customer service and selection.

3.11 Challenges and Opportunities in Social Media Marketing

Even though social media marketing has a lot of potential advantages, a number of studies have pointed out opportunities and problems in this area. The advantages of social media marketing for healthcare, including how it can improve patient care, brand exposure, patient engagement, and education, were covered by Singla et al. (2020). However, they also identified some drawbacks, including message control, privacy and security breaches, ethical concerns, and ROI assessment. Jacobson (2020) emphasized the need of addressing concerns about customer privacy and trust in relation to social media marketing, offering solutions including greater transparency and transparent privacy policies.

An article by Dipika Jain (2011) explores the ethical and legal issues surrounding the regulation of digital healthcare in India. In order to map the current laws, guidelines, and regulations pertaining to privacy protection, data regulation, and digital healthcare provision

mechanisms as introduced by the Government of India, the author did a thorough research of the literature on the legal and policy changes in India. In addition to journal articles, scholarly engagement with the topics, news reports, reports from research institutes, and other pertinent material to support the assessment and analysis, the desk review of literature also included these items. The findings indicate that digital healthcare is becoming more widespread in Asia, particularly in Southeast and East Asia. Furthermore, India has a dearth of legal scholarship about digital health. Furthermore, the epidemic has heightened reliance on digital systems. Therefore, it is imperative to implement a rights-based framework for health to prioritize informed consent, control user data, and promote the right to access healthcare being explicitly implemented in the context of the fundamental right to health as per constitutional interpretation.

Therefore, this comprehensive literature review reveals significant gaps on social media marketing in the healthcare industry, especially for tertiary care facilities. Even though previous studies have looked at adoption patterns generally, effects on brand awareness, and ethical issues, a thorough examination of how these cutting-edge healthcare facilities use social media platforms is still desperately needed, particularly in developing nations like India. By offering a thorough analysis of the social media tactics used by tertiary care hospitals, evaluating how well they shape public perception, and investigating techniques for gauging their influence on brand awareness among various tertiary care hospitals, the study seeks to close this gap.

CHAPTER – 4

METHODOLOGY

The study used a cross-descriptive approach to extensively investigate a relatively unidentified research topic, with the goal of providing a detailed insight of the demography being studied without relying on triangulation or qualitative data sources. Therefore, study aimed to describe the relevant population's characteristics and behaviours in a systematic way using quantitative data.

The chapter outlines the research methodology in detail, beginning with a discussion of the methods and procedures used, explaining the rationale behind the chosen techniques. The research design section elaborates on the overall structure and strategy of the investigation, emphasizing how the cross-descriptive approach facilitated the exploration of specific demographic traits.

Sample selection is covered extensively, explaining the criteria and processes used to identify and recruit participants, highlighting the importance of representative sampling for achieving accurate and generalized results. Data collection methods are described in detail, providing insights into the tools and instruments used to gather information from the target population, including a discussion of the online questionnaire design, its distribution, and the measures taken to ensure data quality and reliability.

The chapter also addresses the data analysis procedures, outlining the statistical techniques and software utilized to process and interprets the collected data. This section highlights the steps taken to ensure a rigorous and unbiased analysis, leading to valid and reliable conclusions about the demographic under study.

4.1 Research Philosophy and Approach

4.1.1 Philosophical Approach

The research approach used in the study is pragmatic, combining positivist and interpretivist ideas. This paradigm offers a comprehensive understanding of hospital perceptions and the impact of social media by enabling the collection and analysis of both objective data and subjective experiences. The pragmatic approach recognizes that several viewpoints are required to adequately comprehend complex social processes and places an emphasis on practical repercussions and real-world applications. In addition to using qualitative tools to investigate context and subjective meanings, it integrates quantitative methods for measurable facts and statistical analysis. This integration makes it possible to conduct a thorough analysis of public opinion, hospital brand awareness, and the efficacy of social media tactics in the healthcare industry.

4.1.2 Scientific approach

A thorough and methodical approach is used in the scientific analysis of the impact of social media on hospital brand recognition and public perception in Ghaziabad, including opinions from the general people in both Delhi and Ghaziabad. The method starts with the creation of precise research questions designed to clarify various aspects of these areas of study. Researchers create and use standardized data gathering techniques, like online surveys, to

guarantee consistency and reliability.

Advanced statistical and qualitative approaches are used to carefully analyze the gathered data, enabling an objective interpretation of the results. Based on facts, conclusions are made that provide insight into the nature and quality of public perception and hospital brand awareness. And peer review is used to verify the study's methods and conclusions in order to uphold scientific integrity.

4.2 Study Design

This study will use a questionnaire and a descriptive cross-sectional methodology to look into how social media affects tertiary care hospitals' brand awareness and public perception. A thorough questionnaire will be given to a representative group of the public as part of the research. The purpose of this survey is to gather information about the respondents' social media usage routine, accessibility to and interaction with hospital social media content, and their understanding of and sentiments regarding nearby tertiary care hospitals. Subsequently, statistical techniques and sentiment analysis are applied to the gathered data in order to extract significant insights.

4.2.1 Justification for choosing this study design:

The descriptive cross-sectional design using a questionnaire was chosen for this study for several key reasons:

1) It allows for efficient data collection from a large sample at a single point in time, providing a snapshot of current public perceptions and social media engagement.
2) The use of a standardized questionnaire ensures consistency in data collection and facilitates quantitative analysis.

3) This method is cost-effective and time-efficient compared to other data collection methods, making it suitable for gathering a large amount of data within resource constraints.
4) The questionnaire can be designed to capture both quantitative and qualitative data, offering a comprehensive view of public opinion and behaviour.
5) This approach allows for the exploration of relationships between multiple variables (e.g., social media usage, brand awareness, perception of care quality) within a single instrument.
6) The anonymity of questionnaire responses may encourage more honest feedback from participants, particularly on sensitive topics related to healthcare perceptions.
7) The structured nature of the questionnaire facilitates easier data analysis and comparison across different demographic groups or hospital brands. While this method relies on self-reported data, which has its limitations, it remains an effective approach for gathering insights into public perception and social media impact in the healthcare sector.

4.3 Study setting

The study is multi centered on five well-known tertiary care hospitals: Max Super Speciality Hospital, Yashoda Hospital & Research Centre, Rama Medical College Hospital & Research Centre, Santosh Medical College Hospital, and Manipal Multi- Speciality Hospital. It is set in the bustling metropolitan area of Ghaziabad, India, which is part of the National Capital Region. In a rapidly developing area, this metropolitan setting offers a rich background for analyzing healthcare attitudes and the impact of social media. The study acknowledges the interdependent nature of healthcare facilities in the region by enrolling respondents from both Ghaziabad and nearby Delhi, despite the fact that the hospitals are all located in Ghaziabad. This broader geographic focus makes it possible to gain a more comprehensive understanding of the hospitals' influence and reputation beyond their local boundaries. The study's methodology combines qualitative sentiment analysis with quantitative survey questions to offer a complex picture of public opinion and brand awareness.

4.3.1 Study Duration

The study will take a year to complete, with four phases: preparatory work and instrument creation (2-4 months); survey data collection (2-3 months); data analysis (1-2 months), including sentiment analysis; report writing and distribution of results (3-4 months). This schedule makes it possible to complete each step thoroughly while preserving the information's relevance in the constantly evolving social media and healthcare settings.

4.4 Population and Sampling

4.4.1 Target Population

The target population for this study consists of individuals aged 18-65 years residing in Ghaziabad and Delhi who are capable of using Google Forms and are willing to participate in the research. This includes personal networks, and the general public residing in Ghaziabad and Delhi.

4.4.2 Sample Size and Participant Selection

This research sought to explore public perception and brand awareness in tertiary care hospitals. In order to obtain statistically significant results, we carefully determined the necessary sample size.

4.4.3 Calculation of Sample Size

Initially, we set a target of 250 participants to ensure comprehensive data collection. However, a priori power analysis revealed that a sample size of 137 would be adequate to detect meaningful effects with sufficient statistical power.

Figure 1 illustrates the sample size of 137 participants, which was determined using;

- **Confidence level**: 95%
- **Margin of error:** 5%
- **Estimated population proportion:** 90%

The formula used was:

n = [Z^2 * p * (1-p)] / E^2

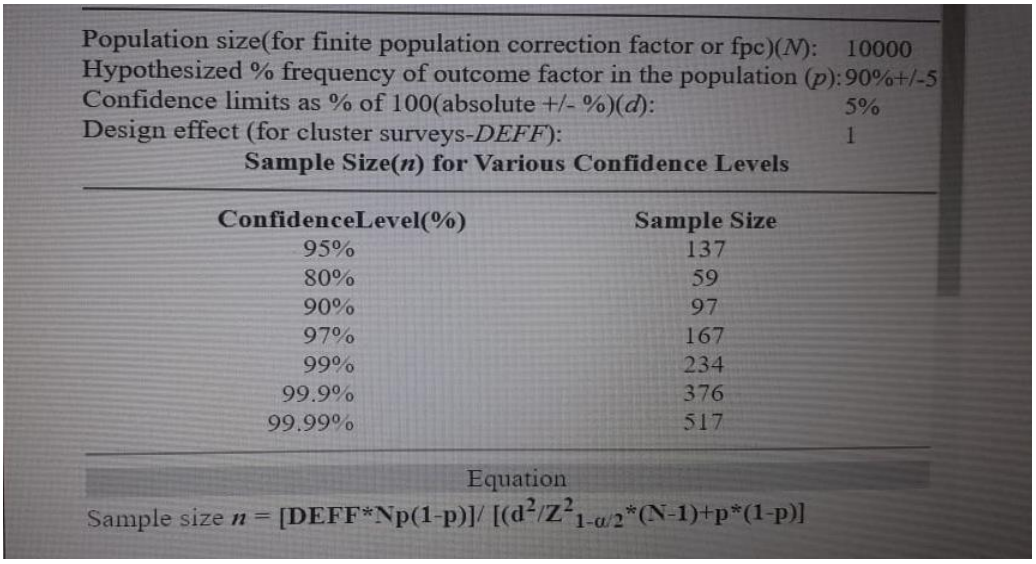
Where:

n = required sample size

Z = 1.96 (for 95% confidence level)

p = 0.5 (estimated population proportion)

E = 0.05 (margin of error)



Population size(for finite population correction factor or fpc)(*N*): 10000
Hypothesized % frequency of outcome factor in the population (*p*): 90%+/-5
Confidence limits as % of 100(absolute +/- %)(*d*): 5%
Design effect (for cluster surveys-*DEFF*): 1

Sample Size(*n*) for Various Confidence Levels

ConfidenceLevel(%)	Sample Size
95%	137
80%	59
90%	97
97%	167
99%	234
99.9%	376
99.99%	517

Equation

Sample size $n = [DEFF*Np(1-p)]/ [(d^2/Z^2_{1-\alpha/2}*(N-1)+p*(1-p)]$

Fig. 2

4.4.4 Recruitment of Participants

In order to accommodate potential non-response and ensure attainment of the necessary sample size, invitations were extended to 250 potential participants. The recruitment process

resulted in exactly 137 complete and valid responses, aligning precisely with the calculated sample size requirement.

4.4.5 Impact on Study Validity

This sample size of 137 participants guarantees:
1. Adequate statistical power to detect meaningful effects
2. Ability to generalize results within the specified margin of error
3. Satisfactory representation of the target population

In conclusion, although the initial goal was a larger sample, the final size of 137 participants provides a strong basis for my analysis. This number meets the statistical requirements and supports the validity of my findings on public perception and brand awareness in tertiary care hospitals.

4.4.6 Sampling Technique:

The study uses a two-pronged purposive convenience sampling strategy. First, the researcher utilizes personal networks to reach a large number of contacts in Delhi and Ghaziabad with the survey. By using this strategy, a wide range of the general population is covered, including people who might not have any personal experience with any of the five hospitals that are the subject of the study. This strategy guarantees a wide variety of viewpoints from the general public about hospital perception and the influence of social media.

In addition, the recruitment process is carried out via personal networks with the objective of harmonizing particular perspectives from individuals with firsthand knowledge of different hospitals with more general viewpoints from the community. By comparing the five hospitals' position in the Ghaziabad-Delhi region from the perspectives of the informed public as well as the general public, providing a holistic view of hospital awareness and social media effectiveness.

4.4.7 Inclusion criteria:

- Individual who are willing to be a part of research.

- Individuals between ages of 18 years to 65 years
- Residents of Ghaziabad or Delhi
- Social media platform users
- Individuals who are in a conscious condition able to communicate and use Google Forms well.

4.4.8 Exclusion criteria:

- Individuals ages under 18 years and above 65 years
- Non-users of social media platforms
- Healthcare professionals or employees of hospitals (to avoid bias)
- Individuals unable to read and understand the questionnaire language (Hindi or English)

4.5 Data Collection Methods

4.5.1 Questionnaire Development

1) Literature Review:

- ✓ An exhaustive examination of current literature was conducted, focusing on:
- ✓ The impact of social media on healthcare perceptions
- ✓ Brand awareness in the healthcare sector
- ✓ Patient engagement through digital platforms
- ✓ Ethical considerations in healthcare social media

This review informed the selection of relevant constructs and the formulation of appropriate survey items.

2) Identification of Constructs:

Based on the literature review and research objectives, the following key constructs were identified:

a) Demographic details: Age, gender, employment, and degree of education

b) Utilization of Social Media: Consistency, preferred Platforms, and Content Types

c) Healthcare Information Behavior: Health information sources, trust among various sources

d) Hospital Awareness: Knowledge about the Santosh Hospital and other nearby tertiary care facilities

e) Social Media Impact: Social media's effect on hospital image and decision

f) Ethical Considerations: Privacy and data security considerations in healthcare social media

g) Comparison Among Hospitals: Perceived variations in social media visibility and effectiveness

h) Specific Inquiries about Santosh Hospital: Knowledge as well as interaction with the hospital's social media accounts

i) Comments and Advice: Use open-ended inquiries to get more details

3) Item Generation:

Specific survey items were carefully crafted to measure each construct comprehensively. A mix of question types was employed:

- **Demographic Questions:** Multiple-choice questions to collect demographic data.

- **Frequency Scales:** To assess social media usage frequency and engagement with hospital content (e.g., "How often do you use social media platforms in a typical week?")

- **Likert Scales:** To measure agreement or disagreement with statements related to perceptions, attitudes, and the influence of social media on hospital choice (e.g., “Do

you find that hospitals with an active presence on social media inspire more trust in you?")

- **Ranking Questions:** To understand the relative importance of different factors influencing hospital choice, including social media presence.

- **Open-Ended Questions:** To allow for in-depth insights and capture nuanced perspectives on experiences, preferences, and ethical considerations (e.g., "When comparing different hospitals in your area, how much weight do you give to their social media activity and online reputation in your decision-making process?")

4.5.2 Questionnaire Validation

- **Selection of Experts**

Following the literature review, a panel of 5 experts in healthcare administration, social media analytics, and public perception were selected to review the survey questions.

- **Review Criteria**

Each of the 57 questions underwent evaluation based on four key criteria:

- **Representativeness:** The extent to which the question accurately represents the subject matter.
- **Comprehensiveness:** The degree to which the question covers the topic comprehensively.
- **Relevance:** The question's importance in relation to the objectives of the study.
- **Clarity:** The question's level of clarity and comprehensibility.

Note: Each criterion was assigned a rating on a scale from 1 to 5.

- **Validation Methodology**

Questions were classified as valid if they achieved an average rating of four or higher on all criteria. This criterion set ensures the appropriateness of the questions in terms of representation, comprehensiveness, relevance, and clarity.

- **Results**

All questions met the criteria established for validation, thus confirming their suitability for the purposes of the survey. Therefore, the validation process affirms the reliability and appropriateness of all survey questions for the analysis of public perception and brand awareness among hospitals. Detailed validation scores are furnished in the accompanying Excel spreadsheet.

4.5.3 Questionnaire Refinement

Based on the validation process:
- Ambiguous or problematic items were revised or removed
- The order of questions was optimized for logical flow
- Instructions were clarified where necessary
- The overall length was adjusted to minimize respondent fatigue

4.5.4 Final Review and Formatting

1) Final Expert Review:

The refined questionnaire underwent a final review by the research team and expert panel to ensure:
- Alignment with research objectives
- Clarity and consistency in language
- Adherence to ethical considerations

2) Formatting:

The questionnaire was formatted using an online survey platform (e.g. Google form) to ensure:
- Visual appeal and user-friendliness
- Mobile responsiveness
- Inclusion of progress indicators

4.6 Data Collection Process

1. **Distribution:** The online questionnaire was distributed to collect opinions on how social media affects awareness of five main hospitals: Max Super Speciality Hospital, Yashoda Hospital & Research Centre, Rama Medical College Hospital & Research Centre, Santosh Medical College Hospital, and Manipal Multi- Speciality Hospital. To guarantee wide involvement, the survey link was posted across various channels. These channels included:

- **Personal network:** By utilizing my own personal connections and professional relationships, I spread the word about the survey to expand its audience and variety. This strategy enabled us to reach into different social circles and professional groups, possibly attracting a wider mix of participants.

- **General Public:** The questionnaire was open to a wide variety of people through direct interaction in various public locations. The goal was to collect opinions from a wide array of individuals, including those who might not have direct experience with specialized healthcare facilities. By going up to people in public places like community centers, shopping districts, and local events, we aimed to collect views from the general community. This method led to a thorough exploration of how the public views hospital services and the effect of social media advertising on brand recognition

2. **Ensuring Data Quality and Reliability:** To ensure the accuracy and dependability of the collected data, participants were asked to provide honest and detailed responses. The questionnaire began with instructions emphasizing the need to give honest and comprehensive answers. The questionnaire was also designed to be user-friendly and available on a variety of devices, allowing for easy answer.

3. **Data Collection and Storage:** At the end of the data collection period, all replies were carefully entered into an Excel file.This process involved:

- **Automated Data Capture:** The web-based questionnaire platform was set up to automatically record and arrange replies in real-time, reducing the possibility of data entering errors.

- **Data Accuracy Checks:** To ensure the accuracy and dependability of the collected data, participants were as Preliminary checks were carried out to ensure that all participant data was accurately recorded. Any incomplete or inconsistent responses were detected and corrected accordingly.

- **Secure Data Storage:** The compiled data was kept in an encrypted, access-controlled environment. Only authorized members of the research team had access to the dataset, which ensured the confidentiality and integrity of participant data.

4.6.1 Insights on Other Hospitals

- In addition to evaluating the top five hospitals, the study included open-ended and close –ended questions to gather opinions on various healthcare centers in the vicinity, known for their active presence on social media and strong recognition among the public. This extra data provided crucial insights and facilitated a comparison between the leading hospitals and other notable institutions in Delhi NCR and Ghaziabad.

- Participants often mentioned hospitals such as **Apollo**, **Fortis**, and **GTB** , pointing out their effective use of social media for engaging with the community and promoting their brand. These findings underscore the competitive landscape and offer further criteria for Santosh Hospital to think about when improving its social media approach.
- By employing a systematic and thorough method of gathering information, this study seeks to provide a detailed and reliable analysis of the social media influence and brand perception of Santosh Hospital and its rivals. The use of a varied sample size and careful data handling procedures guarantees that the findings are both extensive and trustworthy.

4.7 Data analysis

The data analysis for this study encompasses a comprehensive approach utilizing both quantitative and subjective strategies, along with sentiment analysis and data visualization. Here's a more detailed breakdown of the analysis process:

4.7.1 Quantitative Analysis (using SPSS):

In the quantitative analysis phase, the aim was to investigate the characteristics of the sample and to explore the connection between between social media perception and various factors such as hospital brand perception, engagement levels, and other relevant variables. The analysis encompassed two primary categories of statistical methods: descriptive and inferential.

1. **Descriptive Statistics:** Within the realm of descriptive statistics, various techniques were employed to provide a comprehensive summary of the data. This included calculating frequencies, means, and standard deviations.

- **Frequencies:** Frequency calculations were utilized to discern the occurrence rates of specific responses or characteristics within the sample, enabling a better understanding of their prevalence.

- **Means:** The average level of satisfaction that respondents had with each hospital's social media presence was determined by computing the mean values for the perception scores. This metric contributed in measuring the general attitude toward social media and its ability to influence consumers' perceptions of brands.

- **Standard Deviations:** Standard deviations were utilized to evaluate the dispersion in social media perception scores among participants. This aided in establishing the extent of uniformity or disparity in opinions concerning the social media engagements of hospitals and offered a glimpse into the degree of consensus or dissent within the group.

2. **Inferential Statistics:** In the exploration of the relationship between social media perception and other variables such as brand perception and engagement, inferential statistics were employed.

- **Pearson Correlation:** Pearson correlation coefficients were computed to investigate the strength and direction of the association between social media perception and various factors, including overall brand perception and patient engagement. This examination aimed to determine whether a positive or negative perception of social media was linked to a better or worse brand perception, as well as the degree of correlation between these variables.

- **Multiple Regression Analysis:** Utilizing multiple regression analysis, the study evaluated the influence of social media perception on brand perception while taking into account other variables. This analysis aimed to ascertain the unique contribution of social media perception in shaping the overall brand perception of each hospital, considering factors like offline reputation and service quality. By examining these relationships concurrently, the regression analysis offered a more comprehensive understanding of how social media perception impacts brand perception and identified the magnitude of this impact.

4.7.3 Sentiment Analysis:

a) Preparation and refinement of data:

- Eliminate unnecessary or unfinished answers.
- Normalize text style (e.g., converting to lowercase, removing punctuation).
- Address missing information using suitable filling methods.

b) Sentiment analysis:

- Allocate sentiment ratings: 1-2 (Negative), 3 (Neutral), 4-5 (Positive).
- Create and utilize a personalized vocabulary for terms specific to healthcare.
- Employ machine learning techniques (such as python) for automated sentiment categorization.

c) Sentiment aggregation and percentage calculation:

- Determine how often each sentiment category appears for each hospital.
- Calculate the proportions of positive, neutral, and negative sentiments.

- Create confidence intervals for the proportions of sentiments**.**

4.8 Ethical Consideration

- **Institutional Review Board (IRB) Approval**

Approval for this study will be requested from the Institutional Review Board (IRB) at Santosh Medical College and Hospital, which is responsible for ensuring that all research involving human subjects is carried out ethically and follows established guidelines. The application for IRB approval will include a detailed study protocol outlining the objectives, methodology, data collection procedures, and measures to safeguard participant rights and confidentiality. The approval process will involve a thorough assessment of the study design to minimize potential risks to participants and include appropriate protections for their well-being.

- **Data Protection**

In order to guarantee the highest level of data protection, the following steps will be taken:

- **Encryption for Data Storage and Transmission:** All data gathered via Google Forms will undergo encryption while being transmitted and will be securely stored to prevent unauthorized access and security breaches. When the data is exported to Excel files, further steps will be taken to guarantee its protection. Only authorized members of the research team will have access to the encryption keys and data.

- **Anonymity of Responses:** To protect participant anonymity, all identifiable information will be removed from the responses. Each participant will be given a unique identifier that cannot be linked back to them. Since personal details such as names and contact information are not collected, the focus remains on ensuring that response data remains anonymous and secure.

- **Secure Data Storage:** All data collected will be stored in a secure, access-controlled setting. Physical data will be stored in locked cabinets within a limited access area, while digital data will be saved on encrypted servers with multi-factor authentication.

Data access will be restricted to research team members directly involved in the study, with access granted based on the principle of least privilege.

- **Participant Rights**

Participants in this study will be given a thorough explanation of their rights before they agree to take part. These rights consist of:

- **The Right to Withdraw:** Participants will have the option to leave the study at any time without facing any penalties or losing any benefits they may be entitled to. They will be reassured that their decision to withdraw will not impact their connection with Santosh Medical College and Hospital or any other services they are receiving.

- **Access to Researcher Contact Information:** Participants will receive the contact details of the main researcher and other important members of the research team. They will be encouraged to contact them with any queries, concerns, or problems relating to the study. Moreover, participants will be briefed on the procedure for reporting complaints to the IRB if they feel their rights have been violated or if they have concerns about the ethical conduct of the study.

4.9 Restrictions and Possible Prejudices

- **Selection Bias**

✓ **Convenience Sampling:** Can result in an overrepresentation of specific demographics (such as age, gender, and socioeconomic status) in the Delhi NCR and Ghaziabad region.

✓ **Digital Divide:** Limited access to the internet may exclude certain segments of the population.

✓ **Voluntary Participation:** Might attract individuals with stronger opinions, potentially skewing the results.

- **Ways to Address Bias:**

- ✓ Recruitment from various platforms to diversify the sample.
- ✓ Stratified sampling to ensure a representative cross-section.
- ✓ Adjusting responses to account for demographic imbalances.

➢ **Response Bias**

- ✓ **Social Desirability Bias:** Participants may provide socially acceptable answers.
- ✓ **Recall Bias:** Inaccurate memory of past experiences could impact responses.

▪ **Strategies to Address Bias:**

- ✓ Ensure anonymity to promote honest feedback.
- ✓ Ask clear and unbiased questions.
- ✓ Conduct pre-tests to detect and correct biases.

➢ **Data Interpretation Bias**

- ✓ **Confirmation Bias:** Researchers may focus on data that supports their expectations.
- ✓ **Overgeneralization:** Making broad conclusions based on a limited sample.

▪ **Strategies to Address Bias:**

- ✓ Have multiple researchers conduct blind analysis.
- ✓ Use multiple data sources for triangulation.
- ✓ Peer review the analysis to detect and correct biases.

CHAPTER – 5

FINDINGS

This chapter delves into the outcomes of our comprehensive study, which aimed to investigate the effective management of social media platforms by hospitals. Our focus was on building a brand that represents human values, using sentiment analysis to understand public opinions about tertiary care hospitals, and assessing the online presence and reputation of these hospitals while ensuring ethical considerations. We sought to understand how the integration of technology and digital communication strategies could enhance a hospital's brand image and influence public perceptions and expectations of healthcare services.

We gathered responses from 137 participants in Ghaziabad and Delhi through an online questionnaire. Our analysis included demographic information, social media usage patterns, hospital awareness, sentiment analysis, and ethical considerations related to five specific hospitals: Max Super Speciality Hospital, Yashoda Hospital & Research Centre, Rama Medical College Hospital & Research Centre, Santosh Medical College Hospital, and Manipal Multi-Speciality Hospital. Furthermore, we also incorporated insights about other hospitals that were perceived to have a robust social media presence according to the respondents.

5.1 Research Study and Methodology

The study employed an inclusive strategy, combining quantitative and qualitative techniques to achieve a thorough and in-depth comprehension. This included merging information from organized surveys with sentiment analysis, facilitating a meticulous and comprehensive examination. A heterogeneous sample of 137 respondents with diverse backgrounds and social media behaviors enthusiastically participated in the study, enhancing the richness and scope of the results. With a Cronbach's Alpha coefficient of 0.898 for 17 items, the survey tool demonstrated high reliability and robust internal coherence.

5.2 Demographic Profile of Respondents

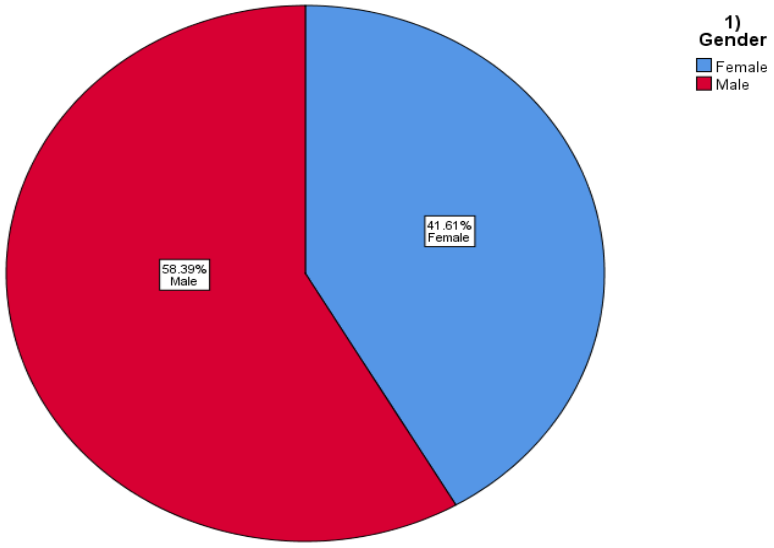


Figure 3

Our sample consisted of 58.4% male and 41.6% female respondents, providing a relatively balanced gender perspective.

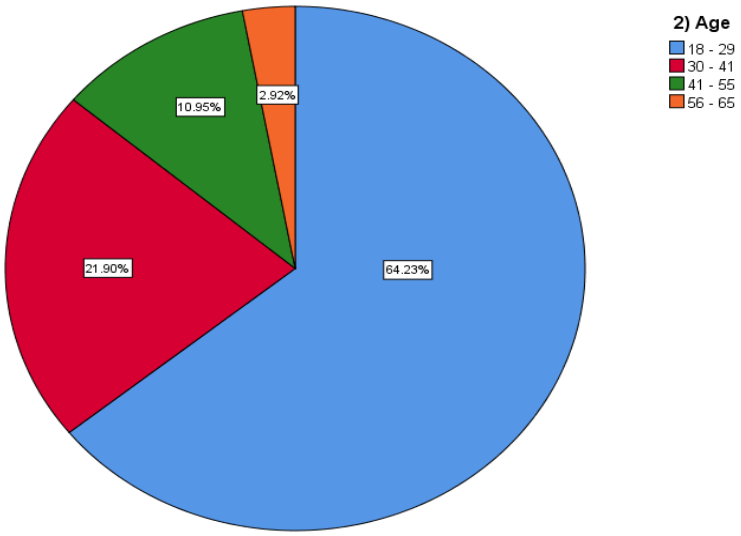


Figure 4

The majority of respondents (64.2%) were aged 18-29, followed by 21.9% in the 30-41 age group, 10.9% in the 41-55 range, and 2.9% in the 56-65 category. This distribution skews towards a younger demographic, which is typically more active on social media platforms.

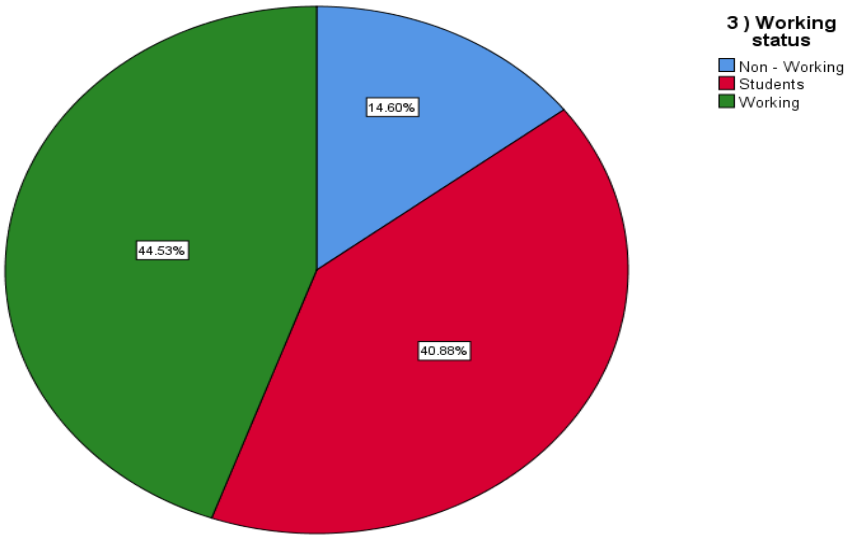


Figure 5

The sample was fairly evenly split between working professionals (44.5%) and students (40.9%), with a smaller proportion (14.6%) of non-working individuals.

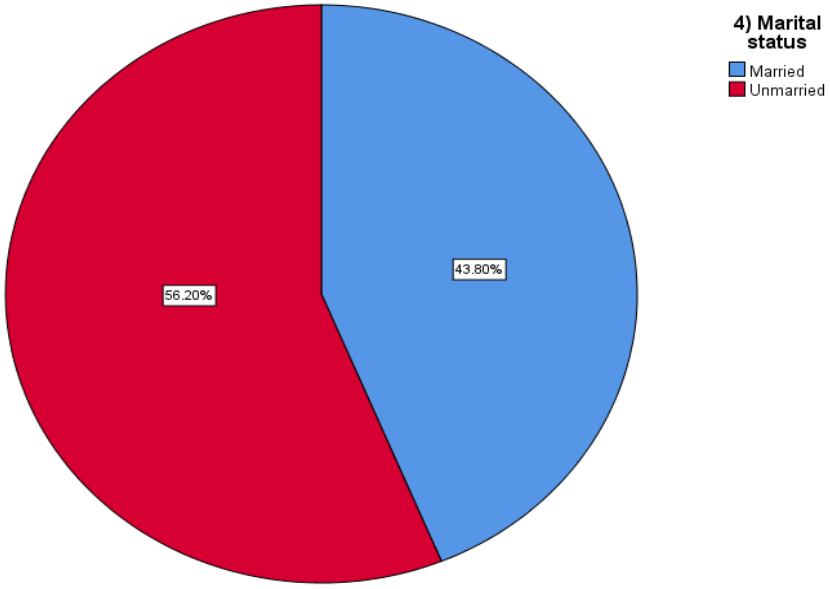


Figure 6

Unmarried respondents constituted 56.2% % of the sample, while 43.8% were married.

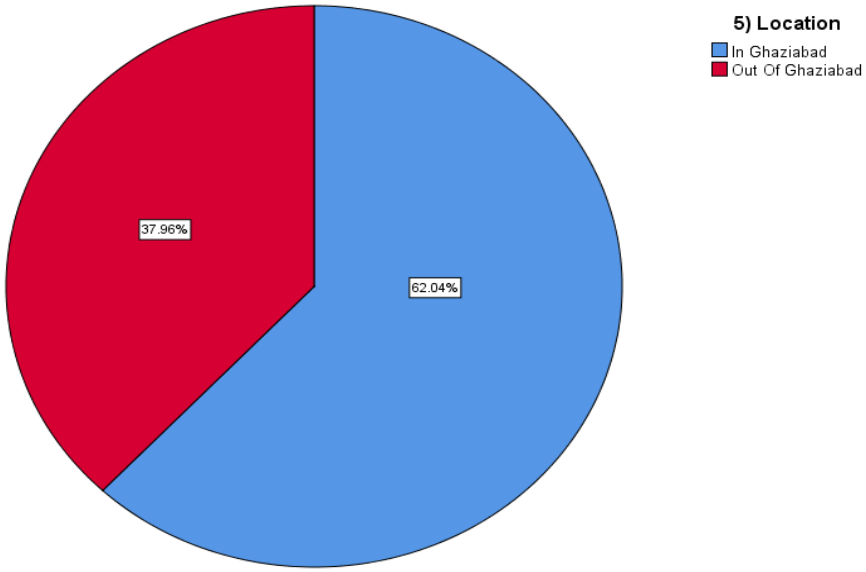


Figure 7

A majority of respondents (62%) were from Ghaziabad, with the remaining 38% from outside Ghaziabad, providing a good mix of local and non-local perspectives.

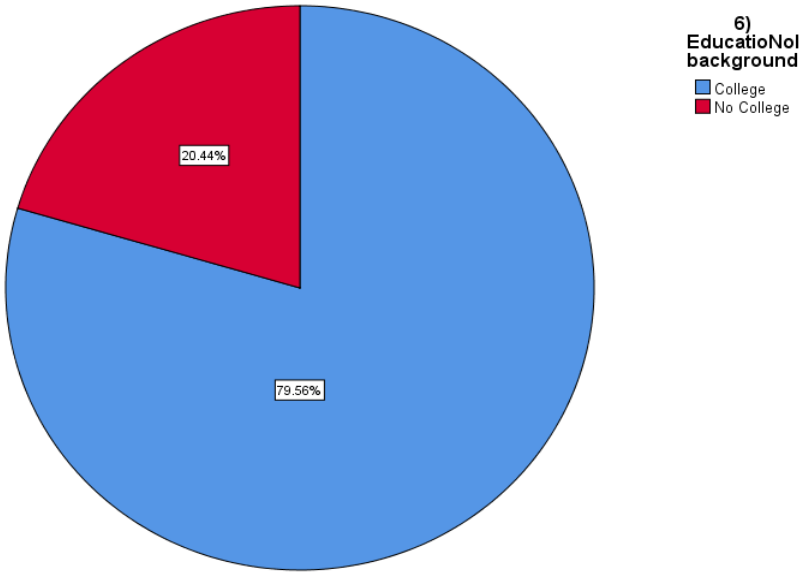
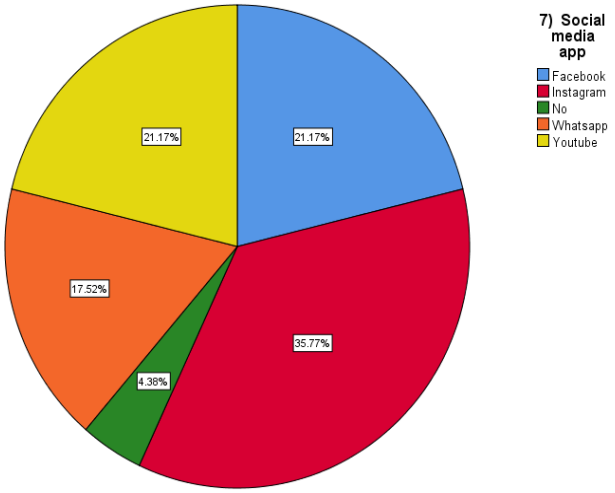


Figure 8

A significant majority (79.6%) of respondents had a college education, while 20.4% did not, suggesting a sample skewed towards higher education levels.

5.2 Effective Management of Social media Platforms for Hospital Brand Building

5.2.1 Effective Utilization of Social Media Platforms



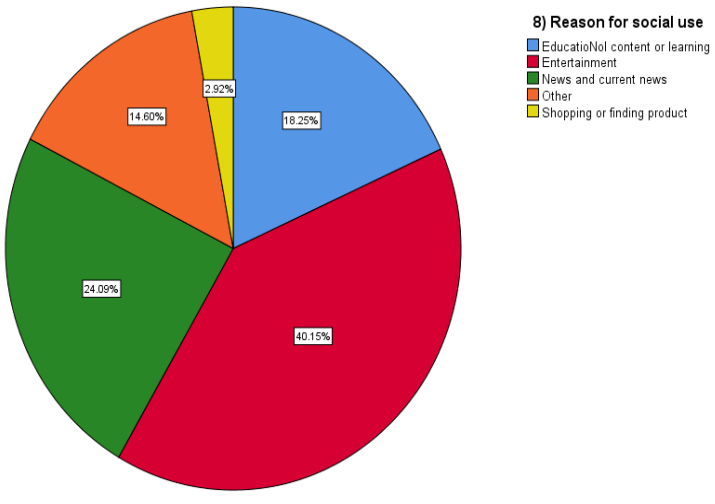


Figure 9 **Figure 10**

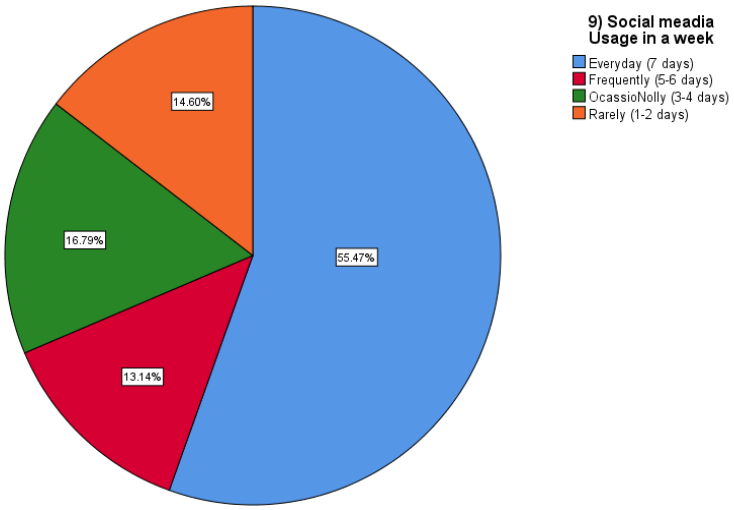


Figure 11

Our research shows that Instagram is the most popular social media platform among participants, with a usage rate of 35.8%. This is followed by Facebook and YouTube, both with a usage rate of 21.2%, and WhatsApp at 17.5%, as shown in Figure 7. This pattern is consistent with global social media trends, underscoring the importance for hospitals to prioritize these platforms in their strategies. The frequency of social media use, as shown in Figure 8, further emphasizes the need for a comprehensive strategy. It's worth noting that the majority of respondents (55.5%) reported daily social media use, with an additional 13.1% using it 5-6 days a week. This high frequency of use underscores the potential of social media as a channel for hospital communication to maintain a consistent and engaging presence in order to effectively capture and retain audience attention. Primarily, participants turn to social media for entertainment (40.1%), followed by news and current events (24.1%), and educational content (18.2%), as shown in Figure 9. These findings suggest that hospitals can greatly benefit from a content strategy that combines informative and engaging elements to effectively connect with their audience.

5.2.2 Following Healthcare Accounts on Social Media

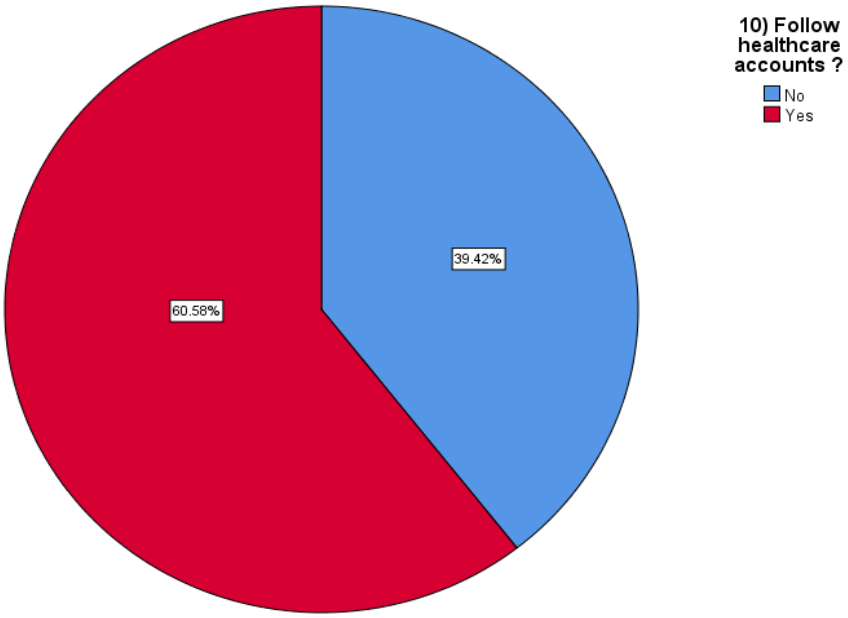


Figure 12

60.6% of respondents follow healthcare accounts, indicating a strong interest in health-related material on social media. This provides an excellent chance for hospitals to engage with potential patients. However, the 39.4% who do not follow such accounts represent an untapped audience for hospitals to attract through targeted content and marketing.ia demonstrates a strong interest in health-related topics.

5.3.2 Preferred Content on Healthcare Social Media

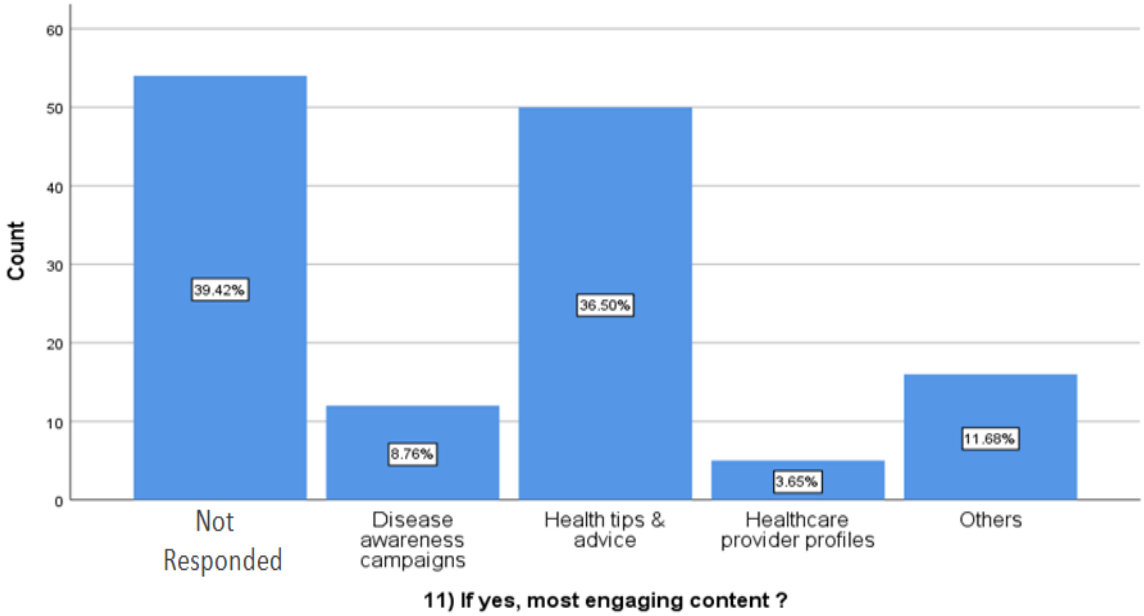


Figure 13

The most engaging content types are "Health Tips and Advice" (36.5%) and "Disease Awareness Campaigns" (8.8%), indicating a preference for educational information. In comparison, "Healthcare Provider Profiles" earned only 3.6% engagement, indicating that they are less effective in capturing audience interest. Notably, 39.4% of the audience didn't respond, showing that data could be tailored more effectively. Thus, hospitals should concentrate on educational material to boost their credibility and audience engagement.

5.3.3 Hospital Awareness and Recognition On Social Media

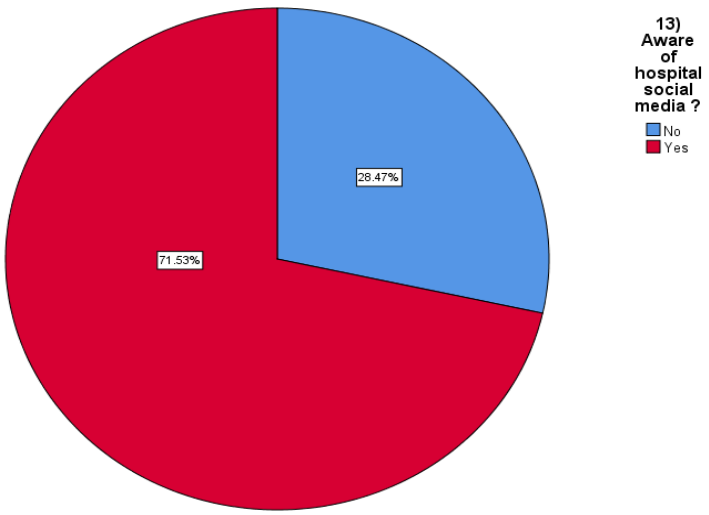


Figure 14

The vast majority (71.5%) of respondents were aware of hospitals' social media existence, demonstrating that their digital efforts are reaching the target population. However, there is certainly a chance of growth, as more than a quarter of respondents are ignorant. This means that hospitals should continue to broaden their digital presence in order to catch the attention of the remaining 28.5%.

38) Strongest social media presence among hospitals?		
Hospital	**Frequency**	**Percent**
I don't know	46	33.60%
Max hospital	16	11.70%
Sharda hospital	13	9.50%
Santosh hospital	11	8.00%
Apollo hospital	10	7.30%
Fortis hospital	9	6.60%
GTB hospital	8	5.80%
Medanta hospital	7	5.10%
Flores hospital	6	4.40%
Manipal hospital	6	4.40%
Yashoda hospital	5	3.60%
Total	**137**	**100.00%**

Table 2

According to the survey findings, Max Hospital is the most recognized hospital for its social media presence, with 11.7% of respondents considering it first, followed by Sharda Hospital (9.5%) and Santosh Hospital (8.0%). On the other hand, Yashoda Hospital is the least known, with only 3.6% acknowledging its existence. Notably, 32.8% of respondents chose "I don't know," showing that hospitals have a significant opportunity to increase their social media awareness.

5.4 Sentiment Analysis and Public Opinions

5.4.1 Trust in Healthcare Information on Social Media

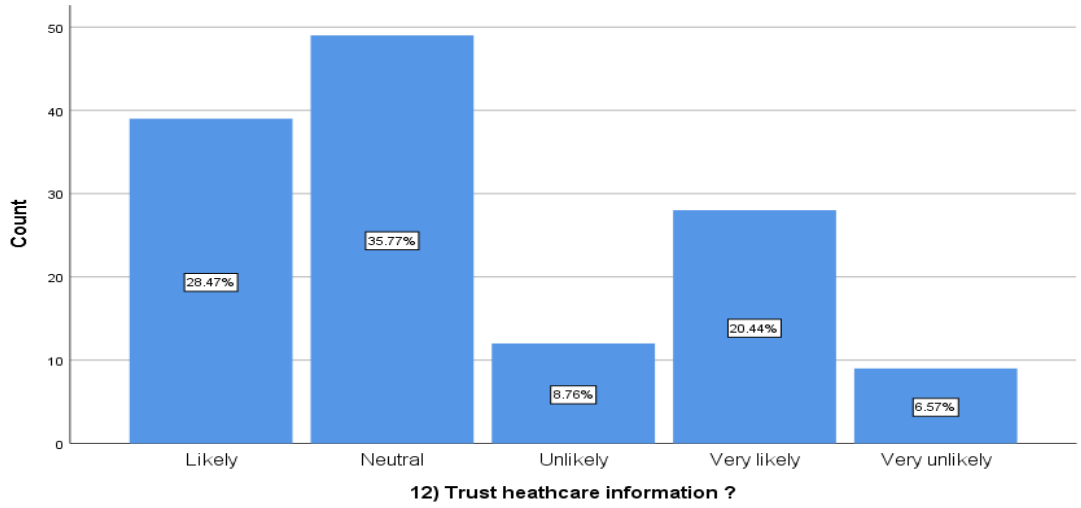


Figure 15

According to the survey, 48.9% of respondents have a positive trust in healthcare information, with 28.5% rating it as Likely and 20.4% as Very Likely. This indicates that nearly half of the respondents have confidence in the information provided. On the other hand, 35.8% are neutral, suggesting an opportunity for improvement in trust-building efforts. Only 15.4% show negative trust, with 8.8% finding it Unlikely and 6.6% Very Unlikely.

5.4.2 Sources of hospital information

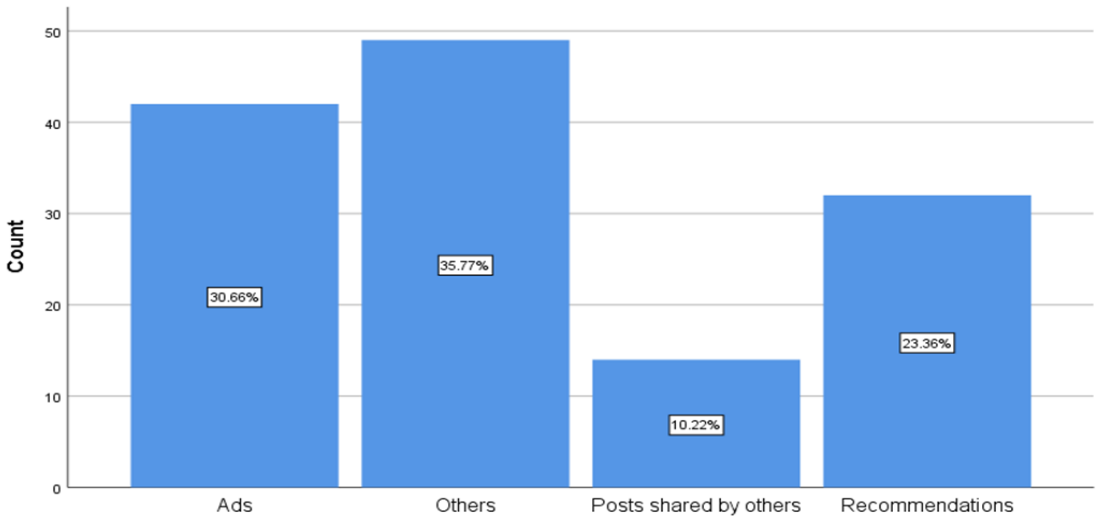


Figure 16

Respondents found hospital information on social media via several different channels. Advertisements were the most popular source, contributing to 30.7% of participants. Other sources, which included direct searches and general surfing, were used by 35.8% of respondents. 10.2% of discoveries were made as a result of posts shared by others, whereas 23.4% of respondents were affected by personal network recommendations. This distribution demonstrates the importance of targeted advertising and other strategies in shifting hospital awareness on social media.

5.4.3 Impact of Social Media on Hospital Selection

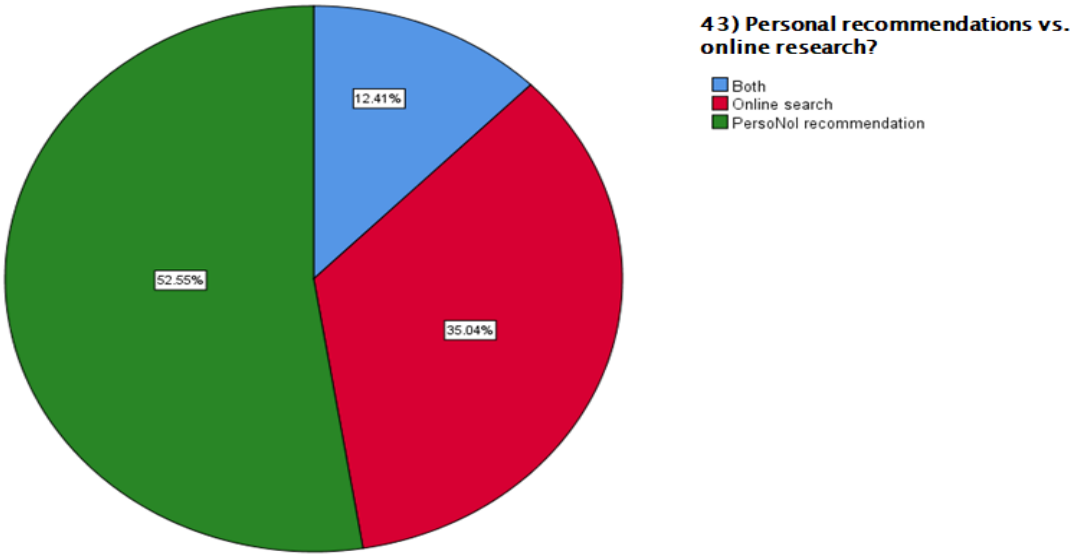


Figure 17

The survey revealed that 52.6% of respondents relied on personal recommendations for healthcare decisions, demonstrating the importance of word-of-mouth. 35.0% prefer online research, demonstrating the increasing relevance of digital information. Meanwhile, 12.4% utilize both approaches. These findings indicate that hospitals must maintain a favorable online and offline presence in order to effectively influence potential patients.

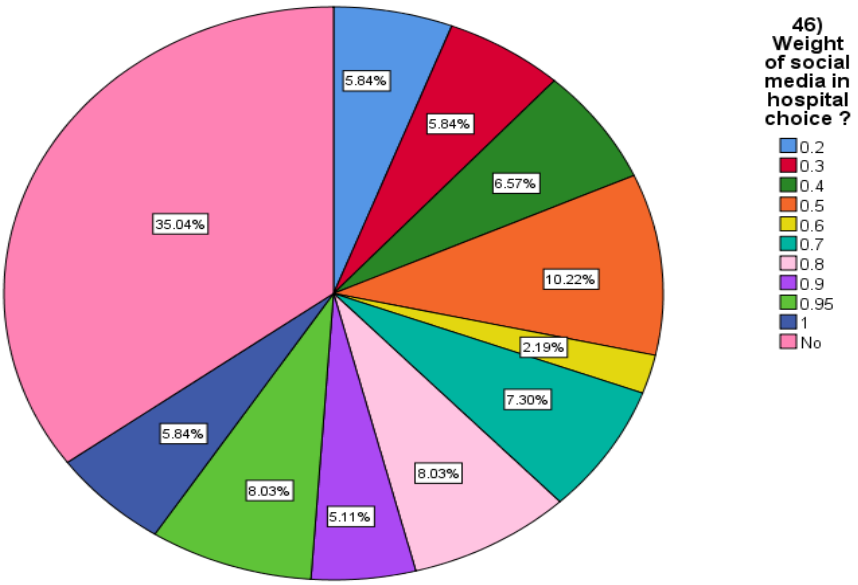


Figure 18

According to the survey, 35.0% of respondents claimed social media had no influence on their hospital choice. Among those who do consider social media, the influence varies: 10.2% provide an average weight of 0.5, while 8.0% attribute values of 0.8 and 0.95. This implies that, while social media influences some patients' decisions, a large proportion remain untouched, underscoring the need of hospitals using a multifaceted strategy in their marketing strategies.

5.4.4 Hospital Ratings Comparison

We employed sentiment analysis tools to classify and assess the public sentiments regarding the five tertiary care hospitals examined in our research. These classifications were aggregated and converted into percentages to facilitate comparative analysis.

1. Santosh Hospital:

Positive: 57 responses (32.8%), **Neutral:** 42 responses (24.4%), **Negative:** 38 responses (22.2%)

Santosh Hospital's sentiment analysis shows a well-balanced distribution with a slight majority of positive sentiments. However, the considerable amount of neutral sentiments

(24.4%) suggests that although the hospital has a stable presence, more engaging content is needed to shift neutral responses towards positivity.

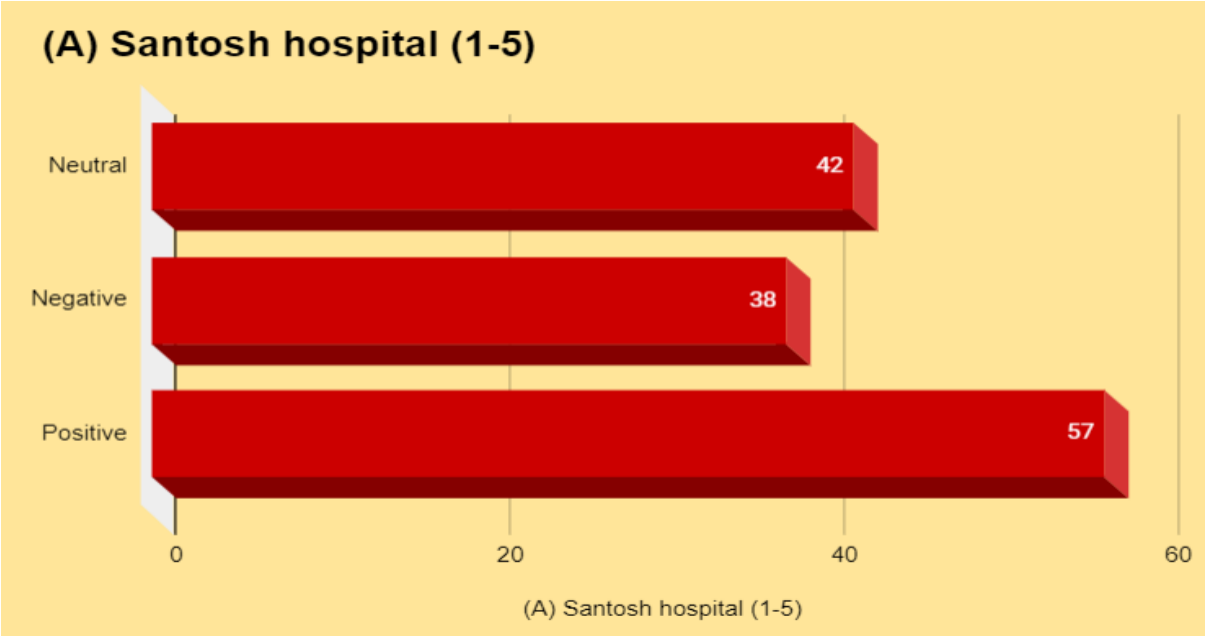


Figure 19

2. Max Hospital:

Positive: 64 responses (39.5%), **Neutral:** 43 responses (26.5%), **Negative:** 30 responses (18.3%)

Max Hospital demonstrates a significantly optimistic sentiment profile across social media platforms, where approximately 40% of references are positive. This breakdown indicates successful management of online reputation and active involvement on social media. The relatively small percentage of negative sentiments (18.3%) and the share of neutral reactions (26.5%) underscore Max Hospital's commendable efforts in upholding a favorable online image.

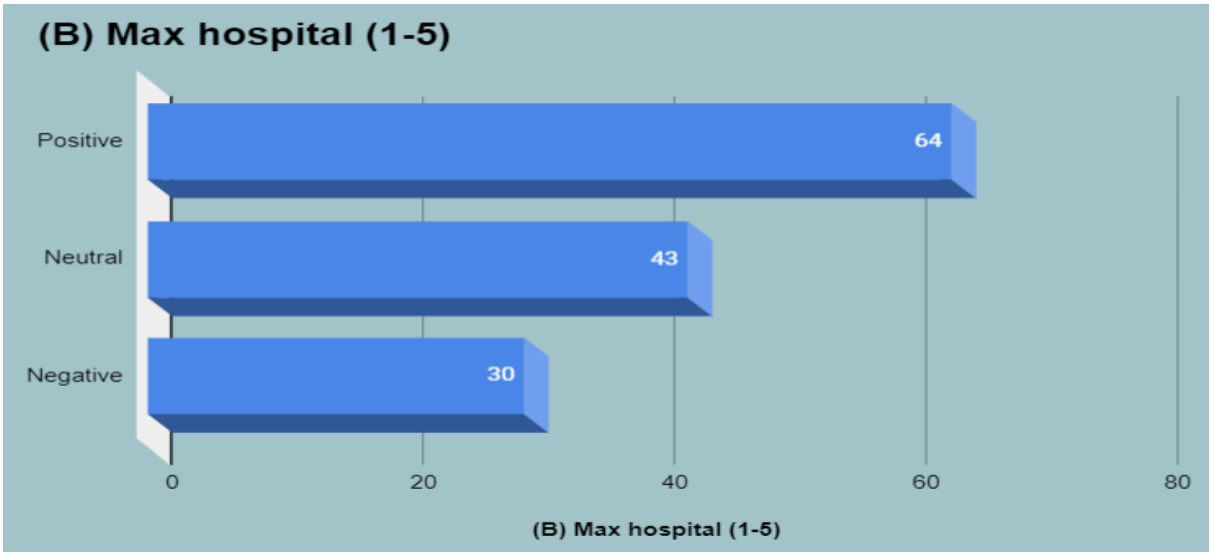


Figure 20

3. Yashoda Hospital:

Positive: 47 responses (27.0%), **Neutral:** 48 responses (27.6%), **Negative:** 42 responses (23.6%)

Yashoda Hospital's sentiment distribution on social media is characterized by a balance between positive and negative responses, indicating a polarized perception. This could be attributed to contentious issues or varying public opinions related to the hospital. The almost equal distribution of positive and negative sentiments highlights the possibility of fluctuations in online reputation, underscoring the importance of adopting a proactive and well-rounded strategy for social media management.

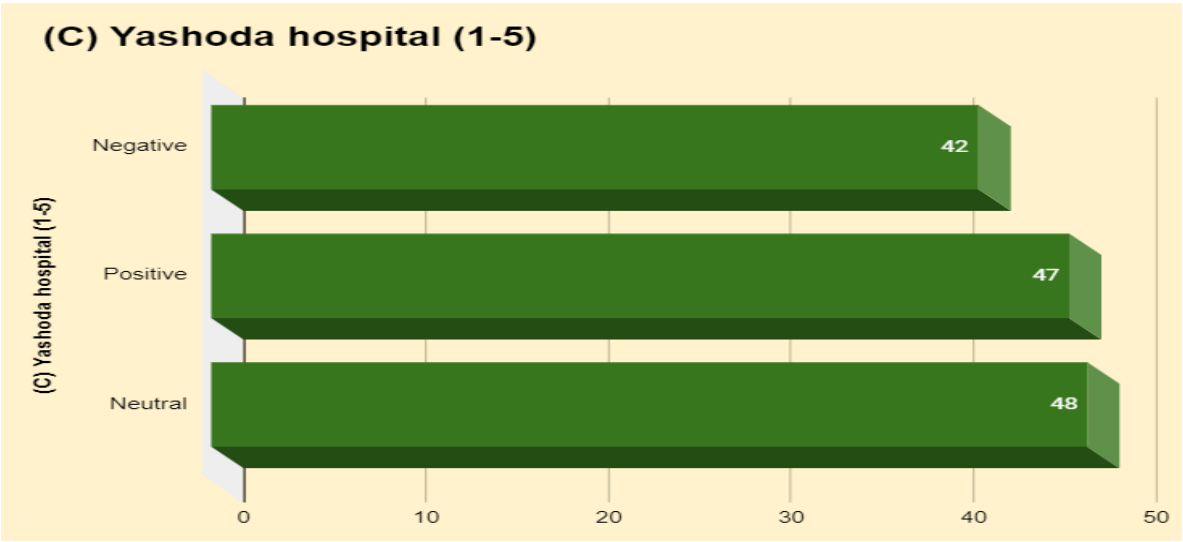


Figure 21

4. Rama Hospital:

Positive: 37 responses (20.5%), **Neutral:** 45 responses (24.7%), **Negative:** 55 responses (30.5%)

Rama Hospital has the highest percentage of negative sentiments among the hospitals studied. The substantial negative feedback (30.5%) points to potential issues affecting public perception and overall online reputation. This indicates an urgent need for a thorough review and overhaul of social media strategies and public relations efforts to address the raised concerns.

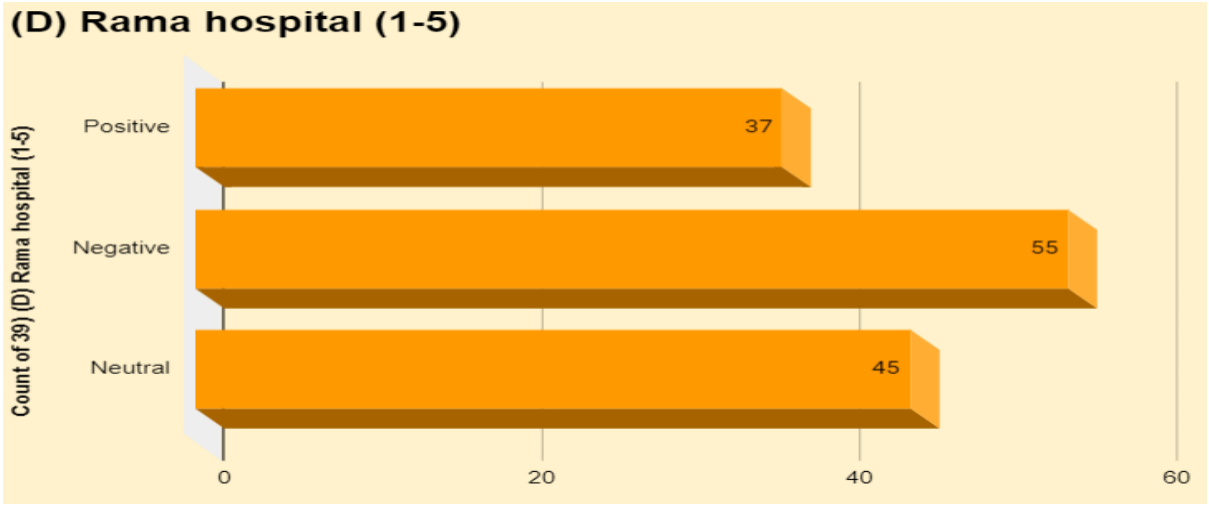


Figure 22

5. Manipal Hospital:

Positive: 55 responses (31.6%), **Neutral:** 52 responses (29.7%), **Negative:** 30 responses (17.9%)

Manipal Hospital has demonstrated exceptional performance in this analysis, with the highest proportion of positive sentiments and the lowest rate of negative sentiment on social media. This favorable distribution reflects a consistently positive public perception and a strong online reputation. The relatively low negative sentiment percentage (17.9%) indicates that Manipal Hospital has successfully addressed potential sources of public dissatisfaction in the digital realm.

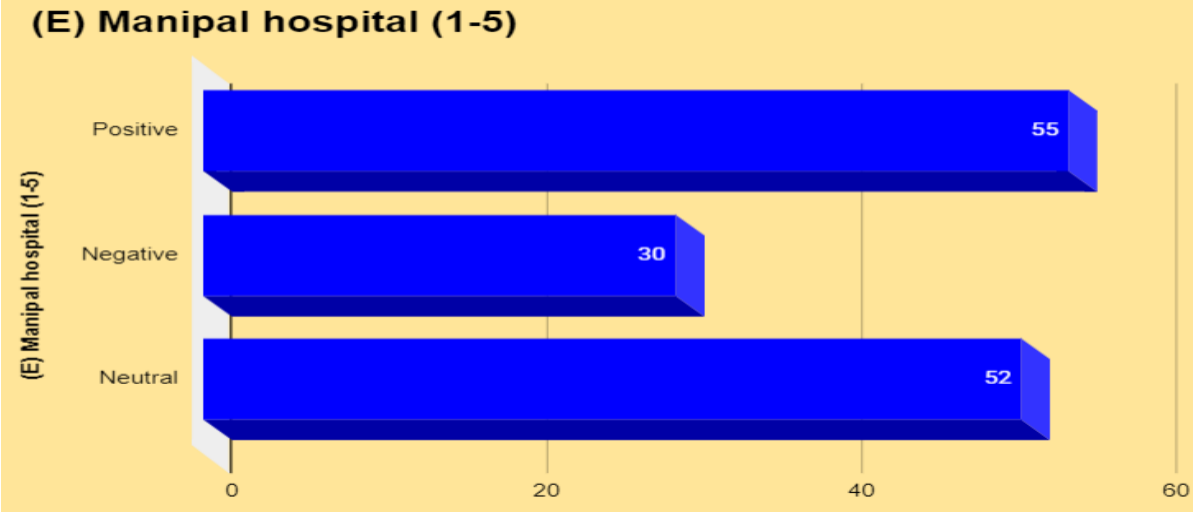


Figure 23

5.4.5 Factors Influencing Hospital Choice

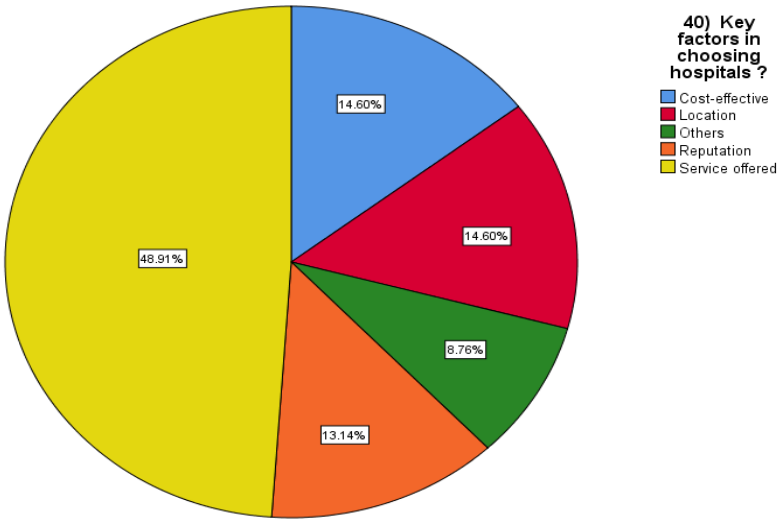


Figure 24

According to the survey findings, 48.9% of participants (67 respondents) believe that the quality of service provided is the most important consideration in selecting a hospital. Cost-effectiveness and location are both significant for 14.6% of respondents (20 people), showing that they are important but not as critical as service quality. Reputation affects 13.1% of respondents (18 people), whereas 8.8% (12 people) determine other considerations. This data demonstrates that, while service quality is the most important element in hospital selection, cost, location, and reputation also play important roles in the decision-making process.

Descriptive Statistics					
Items	N	Minimum	Maximum	Mean	Std. Deviation
Patient care & experience (1-5)	137	1	5	3.42	1.484
Quality of medical service (1-5)	137	1	5	3.39	1.531
Reputation in the community (1-5)	137	1	5	3.38	1.436
Recommendations from friends or family (1-5)	137	1	5	3.09	1.305
Social media presence & activity (1-5)	137	1	5	2.82	1.335
Online reviews (1-5)	137	1	5	2.82	1.373
Trustworthiness and credibility of information	137	1	5	2.82	1.254

Table 3

The table demonstrates that the most important variables in hospital selection are patient care and experience (mean = 3.42) and medical service quality (mean = 3.39). Reputation (Mean = 3.38) and recommendations (Mean = 3.09) are equally essential, while social media presence, online reviews, and credibility (all Mean = 2.82) have less influence.

5.4.6 Overall Sentiment Analysis of Feedback

5.4.6.1 Santosh Medical College Hospital Feedback Analysis

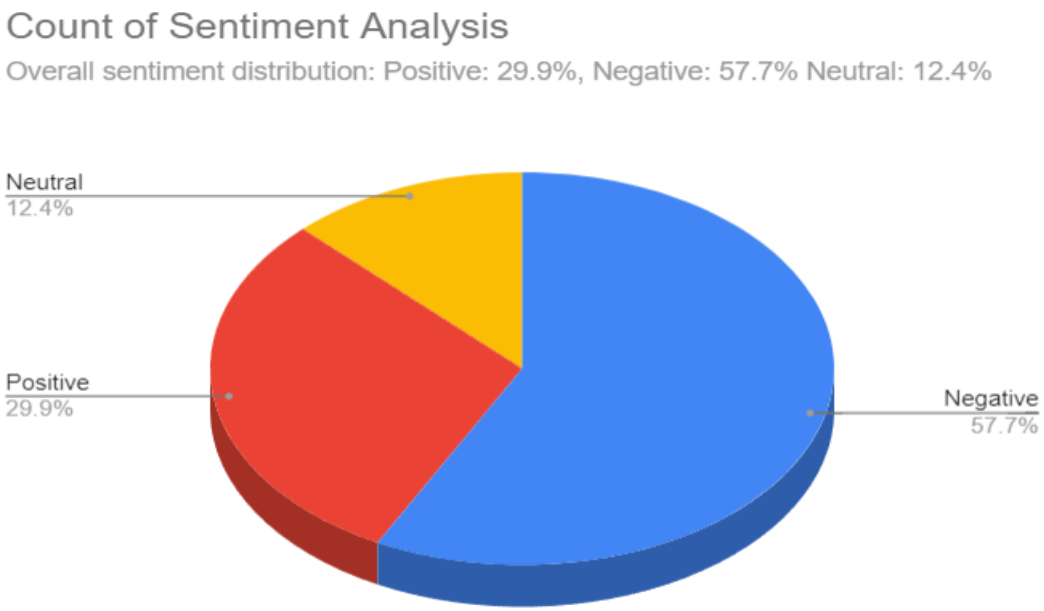


Figure 25

The sentiment distribution of the feedback provides multiple significant suggestions for improving Santosh's social media branding. Positive responses, representing 29.9% of the feedback, recommend significant modifications such as increasing the frequency of updates, utilizing affordable alternatives, and holding educational webinars. In contrast, negative feedback (57.7%) demonstrates issues such as staff behavior and unnecessary advertising, and it also suggests that even among individuals who are aware of Santosh Hospital (89.1%), a lack of responses might be due to insufficient website updates and engagement.

Neutral responses (12.4%) represent exploring various platforms and improving branding strategies. To improve social media branding, Santosh should focus practical suggestions from positive feedback while also addressing the concerns and general issues raised by negative feedback.

5.4.6.2 Overall Feedback and Sentiment Analysis on Social Media Use by Tertiary Care Hospitals for Branding and Public Engagement

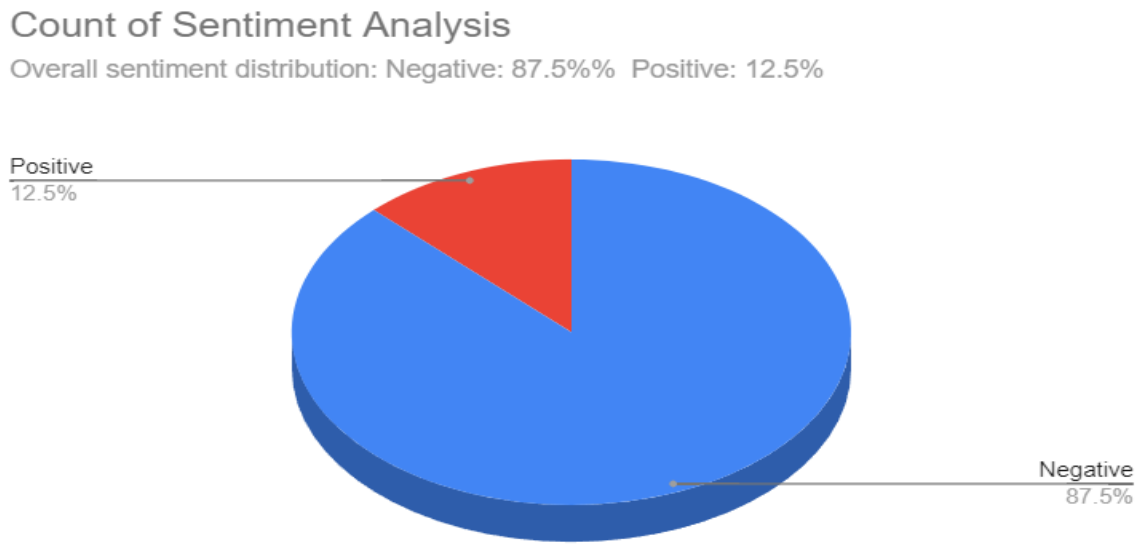


Figure 26

Our sentiment analysis of feedback on hospital social media use suggests a huge area for improvement, with 87.5% of responses reflecting a lack of awareness or dissatisfaction with existing activities. Only 12.5% of the feedback is positive, emphasizing the need for improvement. Key recommendations involve improving content quality, adjusting branding

techniques, and sharing healthcare and self-awareness information. Respondents also suggest simplifying website navigation, enhancing involvement, listening to audience comments, highlighting authentic facilities, and focusing on patient satisfaction. By addressing these issues, hospitals may significantly enhance their social media presence and develop a more engaged and informed community.

5.5 Online Presence and Ethical Considerations

5.5.1 Privacy Concerns

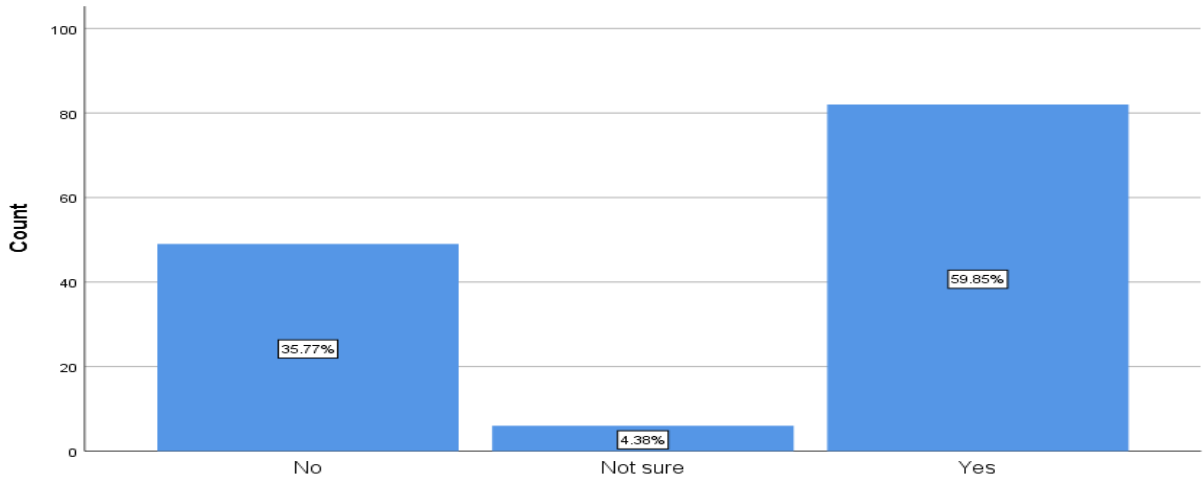


Figure 27

Respondents demonstrated significant privacy concerns. 47.4% (65 respondents) were extremely concerned, 38.7% (53 respondents) were moderately concerned, and 13.9% (19 respondents) were not concerned. This highlights the significant obligation for hospitals to prioritize data security and transparency in their social media activities. Addressing these concerns could be an essential distinction for hospitals in establishing trust with their target audience.

5.5.2 Trust in Hospital Privacy Practices

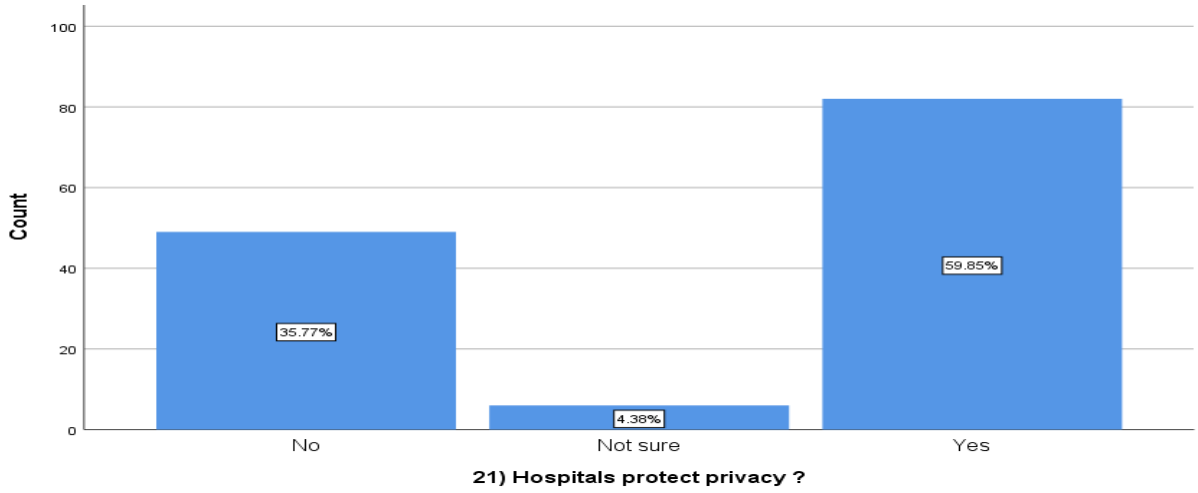


Figure 28

According to the feedback on hospital privacy protection, 59.9% of respondents believe that hospitals sufficiently protect privacy. However, 35.8% think privacy protection is insufficient, while 4.4% are unresolved This implies that, while the majority of respondents are confident in security measures for privacy, there is a significant minority of respondents who have shared anxiety which must be addressed. Improving privacy policies and clearly communicating these efforts might help to establish trust and alleviate these issues.

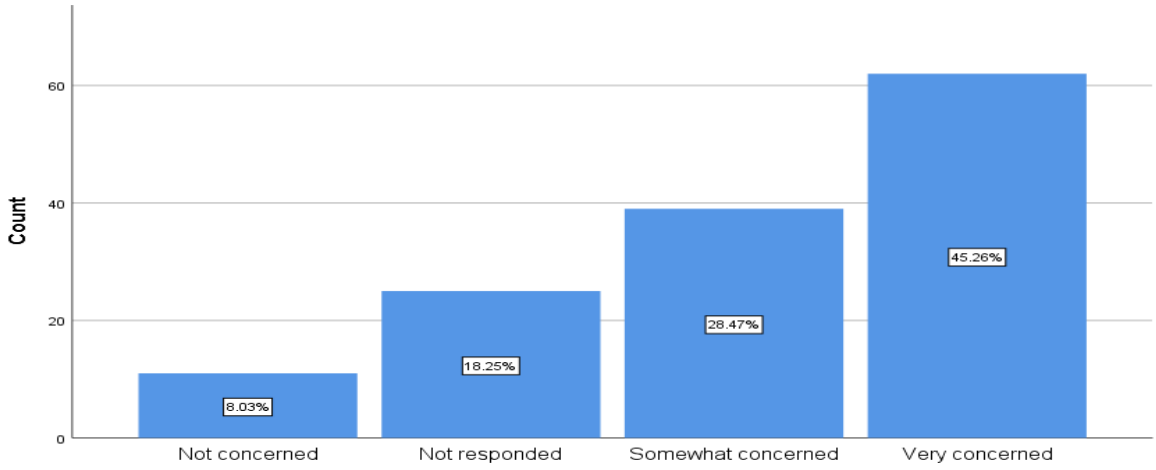


Figure 29

26) Security measures for hospital data ?		
Items	Frequency	Percent
Regular security audits	57	41.6
Staff training on data protection	35	25.5
Encryption of data	30	21.9
Others	15	10.9
Total	137	100

Table 4

Figure 29 & Table 4

The feedback on issues regarding data misuse and security measures provides valuable insights into public opinions and practices. A substantial 45.3% of respondents are very concerned about data misuse, while another 28.5% are somewhat concerned. This implies a substantial level of concern about data security.

To overcome these concerns, hospitals should prioritize comprehensive safety precautions. According to the feedback, 41.6% of respondents believe that frequent security audits are essential, while 25.5% believe that staff data protection training is required. Additionally, 21.9% advocate data encryption, while 10.9% highlight additional security measures. Implementing these strategies—comprehensive audits, encryption, staff training, and other safeguards—can effectively reduce concerns and improve data security, resulting in increased trust and confidence among stakeholders.

5.7 Integration of Digital Technology in healthcare Marketing: Enhancing Brand Awareness and Public Perception of Tertiary Care Hospitals

5.7.1 Effectiveness of Social Media Strategies

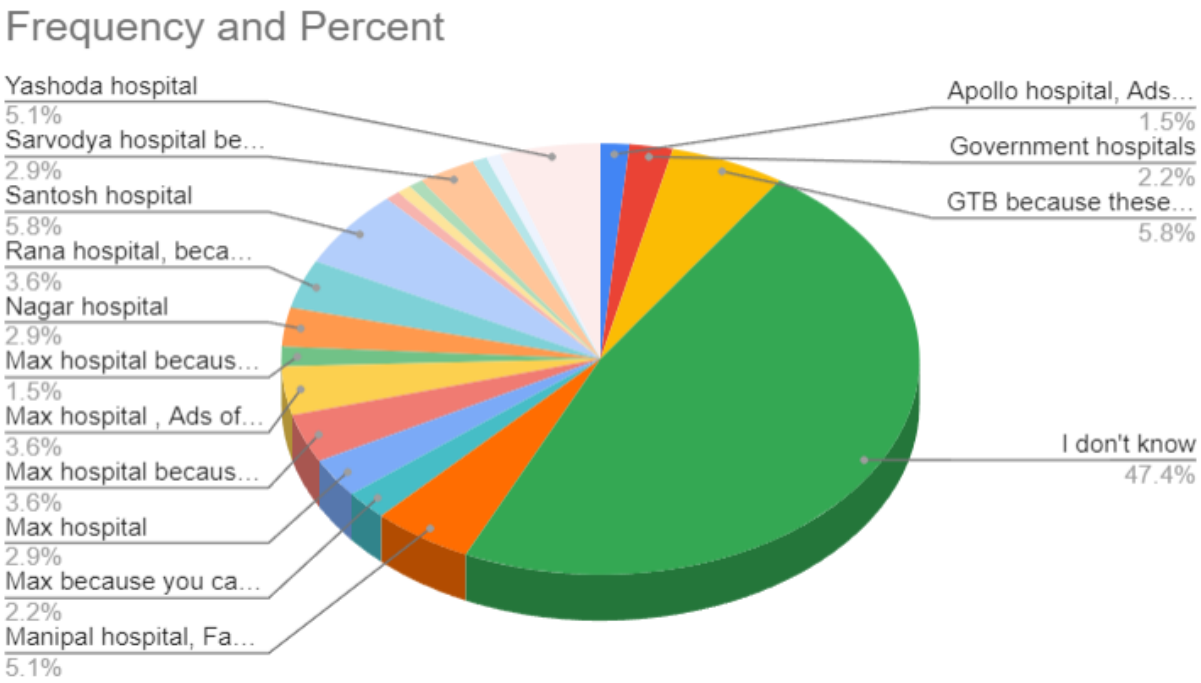


Figure 30

The Survey data suggests that Max Hospital has the most effective strategy, with 8.8% of mentions distributed across general awareness, reputation, and marketing initiatives. This indicates a good combination of broad visibility and tailored promotions. In comparison, GTB and Santosh Hospitals received 5.8% of mentions, indicating modest success, while Manipal and Yashoda Hospitals received 5.1% each, highlighting their utilization of social media and public reviews. Apollo Hospital received the least recognition (1.5%), indicating that their branding efforts were less effective. Furthermore, 47.5% of respondents either did not know about specific hospitals or opted not to respond, demonstrating that a significant percentage of the population is either unfamiliar with or disconnected from hospital branding efforts.

5.6.2 Public Preferences in Hospital Social Media Branding

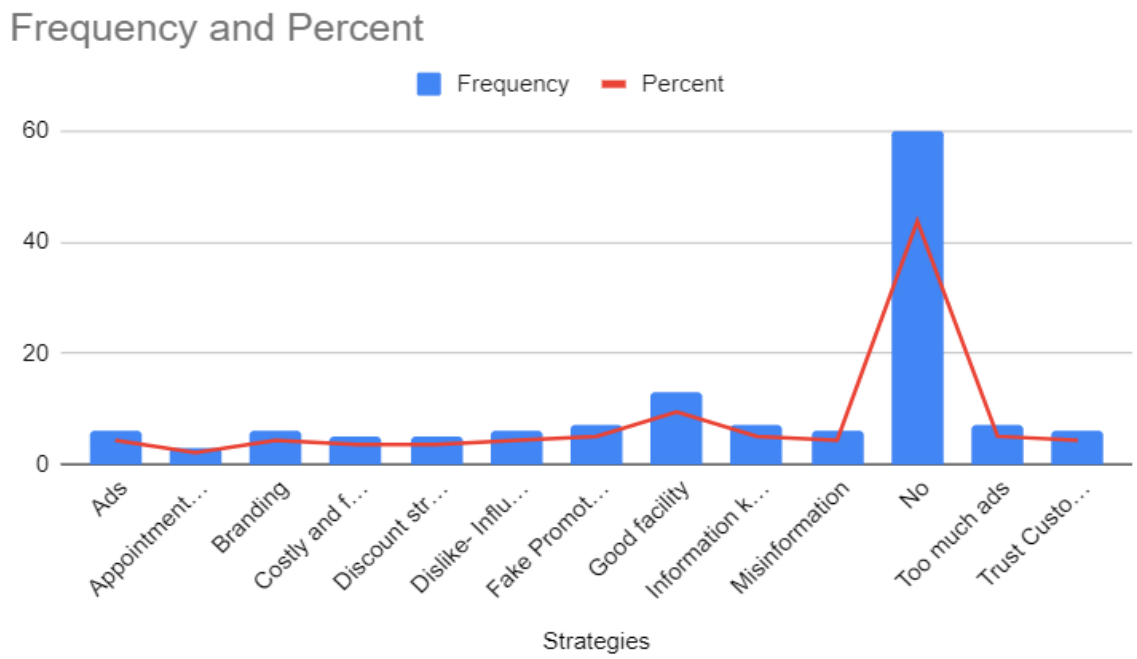


Figure 31

The survey responses for hospital branding include both positive and negative feedback. Notably, 43.8% of respondents revealed no specific dislikes, indicating a neutral state. Among those who did express concerns, 27.7% disliked features such as excessive advertising (5.1%), forged promotions (5.1%), expensive or inaccurate claims (3.6%), and misinformation (4.4%). On the positive side, 18.7% of respondents appreciated features of hospital branding, such as good facilities (9.5%), information expertise (5.1%), and trust in customer satisfaction (4.4%). This demonstrates that, while many respondents are neutral, there is a strong preference for transparency and quality over deceptive or excessive promotional approaches.

5.6.2 Impact of Digital Presence on Hospital Choice

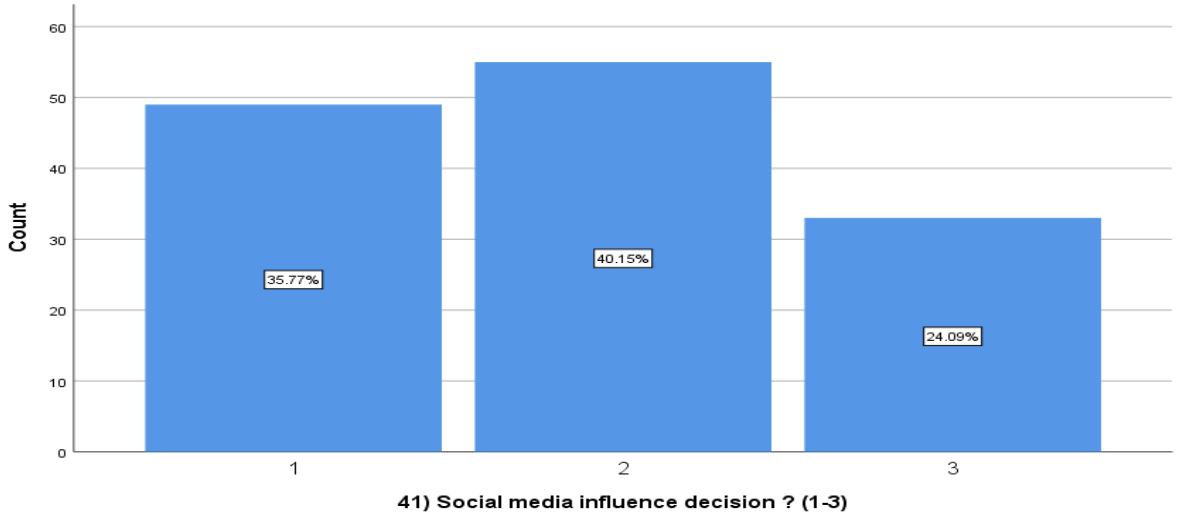


Figure 32

According to survey responses, social media has a significant effect on decision-making for the majority of respondents, with 35.8% expressing strong influence and 40.1% indicating moderate impact. However, 24.1% perceive limited influence. To get the most out on this, hospitals should improve their social media strategies by improving post frequency, strengthening content quality, assuring accuracy, and producing more interesting content. This strategy seeks to maintain influence with the majority while perhaps reaching others who are less influenced. The various levels of influence indicate that a multi-channel communication strategy, integrating social media efforts with other forms of communication, may be the most effective altogether.

5.9 Quantitative Analysis

The research findings offer a detailed analysis of the correlation between social media strategies and hospital brand perceptions. This data section provides key insights that can guide healthcare institutions in adapting to the digital era.

Our study highlights a diverse respondent pool, mainly consisting of young, educated individuals, including both working professionals and students. This demographic emphasizes the need for healthcare providers to tailor their digital strategies to cater to an audience that values online engagement.

Our data indicates that visual and interactive platforms, particularly Instagram, Facebook, and YouTube, are the most popular among respondents. This preference for visual content aligns with their main reasons for using social media: entertainment, news, and education. Hospitals can leverage this trend by creating engaging content that informs, entertains, and educates their audience.

One key discovery from our research is the high level of interaction with healthcare-related content on social media, as more than 60% of participants follow healthcare accounts. However, this engagement is primarily focused on practical health advice and disease awareness campaigns rather than provider profiles. This information should prompt hospitals to adjust their content strategy towards more educational and awareness-driven material, potentially increasing their credibility and audience engagement.

The landscape of hospital recognition presents both opportunities and challenges. While institutions like Max Hospital have established a strong presence on social media, a significant number of our respondents are unaware of hospitals' digital initiatives. This knowledge gap signifies a vast potential for hospitals to broaden their digital reach and attract a wider audience.

A comparative analysis of the hospitals reveals distinct differences in sentiment and engagement levels. In which, Max Hospital has the highest percentage of positive sentiments, with 39.5% of responses reflecting a favorable perception. This indicates that Max Hospital's social media strategies are particularly effective in engaging with their audience, as evidenced by a relatively low negative sentiment rate of 18.3%. Santosh Hospital closely follows with positive sentiments accounting for 32.8% of the responses. However, Santosh Hospital also has a higher percentage of negative sentiments at 22.2%, suggesting a need for improvement in public perception and customer engagement. Yashoda Hospital exhibits a more balanced sentiment distribution, with 27.0% positive and 23.6% negative sentiments, hinting at polarized public opinions that might stem from inconsistent experiences shared online. Rama Hospital faces a significant challenge with 30.5% negative sentiments, the highest among the hospitals analyzed, signaling potential issues in public perception and a need for improved social media strategies. Meanwhile, Manipal Hospital presents a robust performance with a positive sentiment rate of 31.6% and the lowest negative sentiment rate at 17.9%, suggesting effective management of online reputation and public relations. Overall, the analysis

highlights Max Hospital's strong online presence and effective engagement, while other hospitals, particularly Rama, may need to refine their strategies to improve public perception and engagement.

Another key factor is trust, which emerges as a crucial element in our research, with almost half of respondents expressing confidence in healthcare information shared on social media. However, the prevalence of privacy concerns among a considerable portion of participants highlights the delicate balance hospitals must maintain between engagement and data security. The preference for personal recommendations in conjunction with online research for healthcare decisions further stresses the importance for hospitals to cultivate a robust digital presence and positive word-of-mouth.

Most notably, our analysis indicates that social media plays a significant role in influencing hospital selection for a majority of respondents, but traditional factors like service quality and patient care remain paramount. This discovery underscores the necessity of an integrated approach to hospital branding, where digital strategies complement and reinforce the fundamental values of delivering quality healthcare services.

In summary, our quantitative analysis reveals a digital landscape full of opportunities for hospitals to enhance their brand presence. The data indicates a clear need for hospitals to develop tailored, platform-specific strategies that prioritize visual, educational content while directly addressing privacy concerns. By aligning their digital presence with the preferences and concerns of their audience, hospitals can establish stronger connections, build trust, and ultimately strengthen their brand in the competitive healthcare market.

Moving forward, the insights obtained from this analysis will act as a guide, helping hospitals navigate the intricate world of social media branding. The future of healthcare marketing hinges on finding the right balance between digital innovation and traditional values - a balance that, when achieved, has the potential to revolutionize how hospitals engage with and serve their communities in the digital era.

CHAPTER – 6

DISCUSSIONS

This section presents the interpretation of our research findings on the impact of social media on public perception and brand awareness in tertiary care hospitals. The analysis delves into key insights obtained from the data, examining trends, patterns, and implications for the healthcare sector, particularly in the context of Santosh Hospital and its competitors. While the main focus was on the primary competitors, it is valuable to compare the strategies of other prominent hospitals to offer a more comprehensive perspective.

6.1 Social Media Adoption and Utilization in Healthcare

Respondents were highly aware (71.5%) of hospitals' social media presence, indicating a substantial shift in how healthcare organizations are regarded and interacted with in the digital age. This is consistent with prior research by Medina-Aguerrebere (2017, 2018), which identified social media as a valuable institutional communication tool for hospitals. However, the gap between awareness and active following (60.6% follow healthcare accounts) implies there's still room for engagement.

The respondents' preference for visual and interactive platforms such as Instagram, Facebook, and YouTube corresponds with Luo and Zhong's (2015) findings, emphasizing the significance of tailoring Content to platform-specific strengths. This trend emphasizes the

necessity for hospitals to broaden their social media strategies beyond basic knowledge dissemination to include more engaging, attractively appealing content.

6.2 Impact on Brand Awareness and Public Perception

The research demonstrates a nuanced connection between social media presence and the perception of a hospital brand. Although 65.7% of respondents believe that Santosh Hospital's social media presence has had a positive impact on its brand awareness, only 49.6% have actually encountered the hospital on social media platforms. This disparity underscores the potential for indirect brand reinforcement through social media, even in cases where direct engagement is limited. The varying levels of effectiveness in social media strategies across the hospitals examined (with Max Hospital leading at 46.7% in positive ratings) are consistent with the findings of Vipin Jain's (2019) research, which underscored the distinct role of healthcare branding. The outcomes indicate that successful branding on social media in the healthcare sector necessitates more than just a presence – it requires strategic development of content and engagement that is tailored to the specific needs and preferences of the target audience.

Additionally, social media metrics gathered for the five primary hospitals provide valuable insights into their digital strategies and overall effectiveness. Max Hospital distinguishes itself with a strong social media presence, with 13,841 Instagram followers and 370,000 Facebook followers. Their content strategy is notably active, with 8-10 posts from June 1-15, 2024, focusing on health tips and promotional content, aligning with their high rating among respondents (46.7%). The correlation between their active engagement on social media and positive brand perception suggests that frequent and relevant content significantly contributes to their favorable public image. In contrast, Santosh Hospital had minimal social media activity during the same period, with only one post on both Instagram (2,088 followers) and Facebook (1,900 followers). Despite this limited engagement, a significant 89.1% of respondents were familiar with Santosh Hospital, indicating strong offline brand recognition. This highlights a potential opportunity for Santosh Hospital to enhance its online presence and brand awareness through more frequent and engaging social media activity. Rama Hospital and Manipal Hospital demonstrated a more balanced approach to social media, maintaining regular posting schedules and diversifying their content types. This strategy

helps sustain engagement and keeps their audiences informed. Yashoda Hospital, while having a substantial follower base (14,500 on Instagram and 67,000 on Facebook), showed moderate activity with 11-16 posts during the two-week period in June. This suggests that while a large follower count can boost visibility, consistent and varied content is crucial for maintaining engagement and shaping public perception.

6.3 Comparative Social Media Sentiment Analysis of Five Hospitals Based on Survey Data

The sentiment analysis indicates notable differences in social media perception among the five hospitals. Manipal hospital and Max hospital have excelled in maintaining a positive online image, while Rama hospital is in need of significant improvement in its digital reputation management. These findings carry important implications for hospital management and digital marketing strategies:

1. Identification of Best Practices: The social media strategies of Manipal hospital and Max hospital could serve as a model for other institutions looking to enhance their online perception.

2. Crisis Management: Hospitals with higher rates of negative sentiment, particularly Rama hospital and Yashoda hospital, should prioritize identifying and addressing the sources of negative mentions, potentially through more responsive online communication and targeted public relations efforts.

3. Engagement Strategies: The variation in sentiment distribution highlights the importance of consistent and engaging social media content to shape public perception positively.

4. Proactive Reputation Management: Institutions can use these findings to develop more effective online reputation management strategies, with high-performing hospitals

emphasizing their strengths and others focusing on addressing weaknesses and improving public trust.

5. Stakeholder Communication: These insights can inform communication strategies with various stakeholders, including potential patients, partners, and investors, by showcasing strengths or addressing perceived weaknesses in the public eye.

6.3 Other Hospitals' Social Media Presence

The research findings also shed light on the social media presence of various other hospitals. Notably, Apollo Hospital (7.3%), Fortis Hospital (6.6%), and GTB Hospital (5.8%) were acknowledged for their effective social media tactics. This highlights that the competitive environment goes beyond the five main hospitals examined in this study.

The acknowledgment of these additional hospitals emphasizes the significance of comparing social media strategies not only with direct competitors but also within the wider healthcare industry. It also indicates that residents in Ghaziabad and Delhi NCR are exposed to and interact with a diverse array of hospital brands on social media, underlining the necessity for unique and engaging digital platforms to distinguish themselves in a competitive market.

6.4 Trust and Credibility in Healthcare Information

The study uncovers a nuanced landscape of trust in healthcare information disseminated through social media platforms. Approximately 49% of participants expressed a likelihood to trust such information, while 35.8% remained neutral, indicating a substantial portion of the populace harboring doubts regarding the reliability of the content. This varied response underscores the ongoing challenge of establishing credibility in the realm of digital healthcare communication. Singla et al. (2020) have also highlighted issues concerning message control and ethical considerations within the domain of healthcare social media marketing. To tackle these issues, healthcare institutions should prioritize crafting content that is authoritative and evidence-based. This entails ensuring that all shared information is underpinned by reputable,

peer-reviewed research and aligns with established medical protocols. Moreover, instituting stringent verification processes is imperative; this necessitates cross-referencing content with reliable sources and potentially subjecting it to scrutiny by healthcare professionals prior to dissemination. Collaborating with renowned experts in the field for content validation or review can further bolster trust. Transparency is equally crucial; hospitals should openly disclose the sources and timeliness of the information to reinforce its credibility. By concentrating on these strategies, healthcare institutions can bolster their trustworthiness and adeptly navigate the intricacies of digital healthcare communication.

6.4 Privacy Concerns and Ethical Considerations

Privacy concerns related to healthcare information on social media are a significant issue, with 86.1% of respondents expressing various degrees of apprehension. Jacobson's (2020) findings emphasize the necessity for strong privacy protocols. Clear consent protocols are important, as 59.1% of respondents prefer to provide consent before their personal stories are shared.

Hospitals like Santosh Hospital, which have minimal social media activity, could benefit from developing well-defined consent procedures and comprehensive privacy policies. These policies should clearly outline data collection, usage, and protection practices, and be transparent and accessible to patients. Regular privacy audits can help hospitals stay compliant with data protection regulations and identify areas for improvement, enhancing their privacy practices and building greater trust with their audience.

6.5 Influence on Hospital Selection

The study indicates that social media significantly influences hospital selection, with 43.1% of respondents rating its influence as high. However, traditional factors such as service quality, hospital location, and personal recommendations still play a crucial role in the decision-making process. This suggests that social media should complement, rather than replace, traditional elements of hospital marketing and reputation management.

For example, despite its limited social media presence, Santosh Hospital's strong offline recognition demonstrates the enduring importance of traditional factors in hospital choice. The study also emphasizes the high value placed on personal recommendations (52.6% of respondents), highlighting the importance of positive word-of-mouth. To stand out in the competitive healthcare market, hospitals should focus on creating exceptional patient experiences that foster favorable recommendations both offline and online. Additionally, hospitals need to develop distinctive digital strategies to engage effectively with target audiences in the crowded market.

6.6 The Role of Traditional and Digital Influences in Hospital Choice

In the context of choosing a hospital, social media plays a significant role, but traditional factors are still crucial in shaping patient decisions. The study demonstrates that traditional factors such as service quality, hospital location, and personal recommendations are key in the decision-making process.

Service Quality (48.9%): Nearly 49% of respondents consider service quality as the most critical factor when choosing a hospital. This factor includes various aspects of patient care, such as the expertise of medical staff, the quality of treatment, and the overall patient experience. Hospitals often use social media to emphasize their commitment to high service standards, showcase patient testimonials, and present their achievements and certifications to reassure potential patients of their capability to provide excellent care.

Location (14.6%): The physical location of a hospital also plays a significant role, with 14.6% of respondents considering it a crucial factor in their choice. Proximity to the hospital affects convenience and accessibility for patients, making it an important consideration. Hospitals often feature their location and facilities on social media to attract local patients and emphasize the convenience of their services by highlighting easy access, parking facilities, and local partnerships.

Personal Recommendations (52.6%): Over 52% of respondents prefer personal recommendations over other sources when selecting a hospital. Word-of-mouth endorsements from family, friends, and healthcare professionals carry substantial weight. Social media platforms facilitate the sharing of personal experiences and recommendations, significantly influencing public perception. Hospitals leverage social media to encourage satisfied patients to share their stories and reviews, amplifying positive word-of-mouth and strengthening their credibility through genuine testimonials.

In summary, traditional factors like service quality, location, and personal recommendations remain essential in hospital choice, despite the increasing influence of social media. This is why hospitals often emphasize these aspects in their social media content. By aligning their digital strategies with these traditional considerations, hospitals can effectively enhance their appeal, address patient concerns, and integrate both digital and traditional marketing elements.

6.8 Content Strategies and Engagement

The study shows that respondents prefer content that provides health tips and disease awareness over generic healthcare provider profiles. This aligns with Linda M. Gallant's (2011) findings on the importance of diverse online media formats for effective health advocacy and education. Respondents are more engaged with content that offers practical health advice and educational value rather than content focused solely on promoting healthcare providers.

To cater to these preferences, hospitals should focus on creating educational content that addresses common health concerns. Effective formats include infographics that simplify complex medical information, short video explainers offering quick health tips, live Q&A sessions with healthcare professionals, and patient success stories shared with proper consent to humanize the brand.

Social media metrics highlight varying approaches to content strategy among hospitals. Max Hospital and Manipal Hospital exemplify a balanced content approach. Max Hospital's substantial presence, with 13,841 Instagram followers and 370,000 Facebook followers, and

their strategy of 8-10 posts from June 1-15, 2024, including health tips and promotional content, aligns with the respondent preference for educational and health-related content. Similarly, Manipal Hospital’s integration of health tips, promotional content, and interactive elements helps sustain engagement and meet audience expectations.

In contrast, Rama Hospital has focused primarily on promotional and awareness content. While this approach aids in brand visibility, it may not fully resonate with the audience's interest in health education. This focus could explain Rama Hospital's lower recognition compared to Max and Manipal. To enhance engagement and better align with audience preferences, Rama Hospital could benefit from diversifying its content strategy to include more health tips and educational resources.

6.7 Integration of Digital and Traditional Marketing

The study emphasizes the effectiveness of both advertisements (30.7%) and personal recommendations (23.4%) in hospital discovery on social media, highlighting the need for a well-integrated marketing approach. This finding advocates for a multi-channel strategy that combines both paid and organic content to maximize visibility and engagement.

Hospitals should strive to align their social media strategies with their traditional marketing efforts. For example, the successful integration of digital and traditional marketing observed in hospitals like Apollo (7.3%), Fortis (6.6%), and GTB (5.8%) demonstrates the benefits of a cohesive approach. Ensuring consistency in messaging and brand identity across all channels is essential. Hospitals can achieve this by aligning social media content with traditional advertising campaigns and ensuring that both digital and offline efforts complement each other.

An integrated marketing strategy that combines digital tactics, such as targeted ads and engaging social media posts, with traditional methods like print ads and direct mail, creates a unified brand experience. This approach not only broadens reach but also reinforces the hospital’s message, strengthens brand identity, and enhances overall effectiveness in engaging with the target audience

6.8 Challenges and Opportunities

This study emphasizes several critical challenges and opportunities in social media strategies for hospitals. A primary challenge is building trust with audiences. Despite almost 49% of respondents indicating a likelihood to trust healthcare information shared on social media, a significant portion remains neutral, revealing ongoing skepticism about the credibility of such content. To effectively tackle this challenge, hospitals need to focus on creating content that is both authoritative and evidence-based. This involves ensuring that all shared information is grounded in credible, peer-reviewed research and adheres to established medical guidelines. Additionally, implementing rigorous verification processes, including cross-checking information with reliable sources and seeking endorsements from recognized experts, is crucial. Transparency about the sources and currency of the information can further enhance trustworthiness.

Privacy concerns also represent a major challenge, with 86.1% of respondents expressing various levels of apprehension about how their personal data is handled. To address these concerns, hospitals must develop and enforce comprehensive social media policies that address privacy and ethical considerations. This includes establishing clear consent procedures for sharing personal information and ensuring transparency about data usage and protection practices. Regular privacy audits and staff training on data protection are essential to maintaining compliance with regulations and building trust with patients.

Consistency in posting and engagement is another challenge identified in the study. While some hospitals, like Max and Manipal, maintain regular and effective social media activity, others, such as Santosh Hospital, exhibit minimal engagement, which can negatively impact audience interaction and overall brand perception. To address this issue, hospitals should implement a structured social media calendar that ensures consistent posting and high-quality content across all platforms. Regular analysis of social media metrics can help refine strategies and improve engagement by identifying effective content types and optimal posting frequencies.

Despite these challenges, there are significant opportunities for hospitals to enhance their social media impact. Engaging younger, digitally-savvy audiences presents a valuable opportunity. Hospitals can tailor their content to the interests of this demographic by providing interactive health education and participating in trending topics. Offering

educational resources such as infographics, short video explainers, and live Q&A sessions with healthcare professionals can address common health concerns and foster a sense of community. Additionally, exploring innovative content formats, such as virtual reality tours of hospital facilities or interactive health assessments, can distinguish hospitals in a crowded digital space. By embracing these innovative approaches and regularly analyzing social media performance metrics, hospitals can effectively address challenges, capitalize on opportunities, and enhance their overall digital presence.

6.9 Limitations and Recommendations for Future Research

Although this study offers valuable insights into the impact of social media on hospital branding, it is important to recognize several constraints. Initially, the research is limited to a specific geographical area, concentrating on hospitals in the Ghaziabad and Delhi NCR regions. This regional confinement may impact the applicability of the results. Moreover, the relatively small sample size of participants may not fully represent the diverse viewpoints and behaviors of a wider population. To overcome these constraints, future research could expand its scope to include a larger and more varied sample from multiple regions across India. This would lead to a more comprehensive understanding of how social media influences hospital branding on a national level.

Additionally, longitudinal studies could provide deeper insights by monitoring changes in perception and engagement over time as hospitals implement different social media strategies. Such studies would help assess the lasting effects of digital marketing initiatives in healthcare and offer a clearer view of their enduring impact on brand perception and patient engagement.

Future research should also investigate the specific impacts of various types of social media content on hospital branding and patient interaction. For example, exploring how content centered on health advice compares to promotional content in terms of influencing hospital brand perception and encouraging patient engagement could provide valuable insights. Utilizing detailed social media metrics and sentiment analysis would allow for a more

nuanced understanding of which types of content are most effective in achieving specific branding and engagement objectives.

By addressing these constraints and pursuing these research avenues, future studies could enrich the current understanding of social media's role in healthcare branding and offer practical insights for optimizing digital marketing strategies in the industry.

6.10 Conclusion

This in-depth study examines the effect of social media on public perception and brand awareness in tertiary care hospitals. It focuses on hospitals in the Ghaziabad and Delhi NCR regions. The study found that there is a strong awareness (71.5%) of hospitals' social media presence, but there is room for increased engagement (60.6%). The preference for visual and interactive platforms such as Instagram, Facebook, and YouTube highlights the need for hospitals to tailor their content to suit the strengths of each platform.

The study also discovered a connection between social media presence and hospital brand perception. While 65.7% of respondents believe that Santosh Hospital's social media presence has positively impacted its brand awareness, only 49.6% have directly encountered the hospital on social media. The study also highlighted the varying effectiveness of social media strategies across hospitals, with Max Hospital leading at 46.7% positive ratings.

Additionally, the study confirms the ongoing significance of traditional factors in hospital selection, such as service quality, hospital location, and personal recommendations. Social media should thus complement, rather than replace, traditional elements of hospital marketing and reputation management.

Respondents showed a preference for health tips and disease awareness content over generic healthcare provider profiles. This suggests that hospitals should aim to deliver practical, educational value through their social media content to increase engagement and positive brand perception.

The study also revealed challenges that hospitals must address in their social media strategies. Privacy concerns are significant, with 86.1% of respondents expressing apprehension about healthcare information on social media platforms. Trust issues are also evident, with only 49% of participants likely to trust healthcare information shared on these platforms. Hospitals need to develop robust privacy policies, transparent communication practices, and strategies to build and maintain trust with their online audiences.

In conclusion, the study emphasizes the growing importance of social media in shaping public perception and brand awareness of tertiary care hospitals. While traditional factors remain crucial in hospital selection, the influence of social media is significant and growing. The findings provide a strong foundation for both practitioners and researchers to further explore and optimize the use of social media in healthcare marketing. Ongoing research and adaptation of strategies will be crucial for hospitals to maintain strong brand presence and effectively engage with their audiences in the digital space.

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Appendix A: Questionnaire

Survey Questionnaire

सर्वेक्षण प्रश्नावली

Section A: Demographic questions

अनुभाग ए: जनसांख्यिकीय प्रश्न

1) Gender

- Male
- Female

1) लिंग

- पुरुष
- महिला

2) Age

- 18-29
- 30-41
- 42-55
- 56-65
- >65 years

2) आयु

- 18-29
- 30-41
- 42-55

- 56-65
- >65 वर्ष

3) Working status

- Working
- Non-working
- Students

3) कामकाजी स्थिति

- कार्यरत
- गैर कार्यरत
- छात्र

4) Marital status

- Unmarried
- Married

4) वैवाहिक स्थिति

- अकेला
- विवाहित

5) Location

- In Ghaziabad
- Out of Ghaziabad

5) जगह

- गाजियाबाद में
- गाजियाबाद से बाहर

6) Educational background

- College
- No College

6) शैक्षिक पृष्ठभूमि

- कॉलेज
- कोई कॉलेज नहीं

Section B: Social Media Usage

अनुभाग बी: सोशल मीडिया का उपयोग

7) Which social media platforms do you use regularly?

7) आप कौन से सोशल मीडिया प्लेटफॉर्म का नियमित रूप से उपयोग करते हैं?

8) Reason for using social media platforms?

8) सोशल मीडिया प्लेटफॉर्म का उपयोग करने का कारण?

9) How often do you use social media platforms in a typical week?

9) आप एक सामान्य सप्ताह में कितनी बार सोशल मीडिया प्लेटफॉर्म का उपयोग करते हैं?

Section C: Healthcare Information Behaviour

अनुभाग सी: स्वास्थ्य देखभाल सूचना व्यवहार

10) Do you follow any healthcare-related social media accounts or pages?

- Yes
- No

10) क्या आप स्वास्थ्य देखभाल से संबंधित किसी सोशल मीडिया अकाउंट या पेज को फ़ॉलो करते हैं?

- हाँ
- नहीं

11) If yes, what type of content do you find most engaging or informative ?

- Health tips & advice

- Healthcare provider profiles
- Disease awareness campaigns
- Patient testimonials
- Others

11) यदि हां, तो आपको किस प्रकार की सामग्री सबसे अधिक आकर्षक या जानकारीपूर्ण लगती है?

- स्वास्थ्य युक्तियाँ एवं सलाह
- स्वास्थ्य सेवा प्रदाता प्रोफाइल
- रोग जागरूकता अभियान
- रोगी प्रशंसापत्र
- अन्य

12) How likely are you to trust health-related information shared on social media platforms ?

- Very likely
- Likely
- Neutral
- Unlikely
- Very unlikely

12) सोशल मीडिया प्लेटफॉर्म पर साझा की गई स्वास्थ्य संबंधी जानकारी पर आपके भरोसा करने की कितनी संभावना है?

- बहुत संभावना है
- संभावित
- तटस्थ
- संभावना नहीं
- बहुत संभावना नहीं

Section D: Hospital awareness

अनुभाग डी: अस्पताल जागरूकता

13) Are you aware of hospitals using social media for communication and engagement ?

- Yes
- No

13) क्या आप इस बात से अवगत हैं कि अस्पताल संचार और जुड़ाव के लिए सोशल मीडिया का उपयोग करते हैं?

- हां
- नहीं

14) Are you aware of any tertiary care hospitals in your city/region? If yes, please list the names of the tertiary care hospitals you are aware of ?

14) क्या आप अपने शहर/क्षेत्र में किसी भी तृतीयक देखभाल अस्पतालों के बारे में जानते हैं? यदि हाँ, तो कृपया उन तृतीयक देखभाल अस्पतालों के नाम सूचीबद्ध करें जिनके बारे में आप जानते हैं?

15) How did you come to know about these hospitals on social media ?

- Ads
- Recommendations
- Posts shared by others
- Others

15) आपको सोशल मीडिया पर इन अस्पतालों के बारे में कैसे पता चला?

- विज्ञापनों की सिफारिशें
- दूसरों द्वारा साझा की गई पोस्ट
- अन्य

Section E: Impact of social media on brand awareness & Perception of hospital brands

खंड ईः ब्रांड जागरूकता और अस्पताल ब्रांडों की धारणा पर सोशल मीडिया का प्रभाव

Strongly Disagree Neutral Agree Strongly agree

disagree

1 2 3 4 5

दृढ़तापूर्वक असहमत	असहमत	तटस्थ	सहमत	दृढ़तापूर्वकसहमत
1	**2**	**3**	**4**	**5**

Questions	Ratings (1-5)
16) Does a hospital's social media presence influence your perception of their quality of care? 16) क्या अस्पताल के सोशल मीडिया की उपस्थिति उनकी देखभाल की गुणवत्ता के बारे में आपकी धारणा को प्रभावित करती है?	
17) Do you find yourself more inclined to consider a hospital for medical services if they maintain an active and engaging presence on social media? 17) क्या आप खुद को चिकित्सा सेवाओं के लिए एक अस्पताल पर विचार करने के लिए अधिक इच्छुक पाते हैं यदि वे सोशल मीडिया पर सक्रिय और आकर्षक उपस्थिति बनाए रखते हैं?	
18) Do you find that hospitals with an active presence on social media inspire more trust in you? 18) क्या आपको लगता है कि सोशल मीडिया पर सक्रिय उपस्थिति वाले अस्पताल आप पर अधिक विश्वास करने के लिए प्रेरित करते हैं?	
19) Rate the following aspects based on their importance in shaping your perception of a hospital brand i.e; 19) अस्पताल के ब्रांड i.e की आपकी धारणा को आकार देने में उनके महत्व के आधार पर निम्नलिखित पहलुओं को रेट करें;	
• Quality of medical services • चिकित्सा सेवाओं की गुणवत्ता	

• Patient care & experience • रोगी की देखभाल और अनुभव	
• Reputation in the community • समाज में प्रतिष्ठा	
• Social media presence & activity • सोशल मीडिया की उपस्थिति और गतिविधि	
• Recommendations from friends or family • दोस्तों या परिवार से सिफारिशें	
• Online reviews • ऑनलाइन समीक्षाएं	
• Trustworthiness and credibility of information • सूचना की विश्वसनीयता	

Section F: Security & Ethical considerations

अनुभाग एफ: सुरक्षा और नैतिक विचार

20) How concerned are you about the privacy and security of your personal health information shared on social media by hospitals ?

- Very concerned
- Somewhat concerned
- Not concerned

20) अस्पतालों द्वारा सोशल मीडिया पर साझा की गई अपनी व्यक्तिगत स्वास्थ्य जानकारी की गोपनीयता और सुरक्षा के बारे में आप कितने चिंतित हैं?

- बहुत चिंतित

- कुछ हद तक चिंतित
- चिंता नहीं

21) Do you believe hospitals prioritize the protection of patient's confidentiality and privacy when using social media?

- Yes
- No
- Not sure

21) क्या आपको लगता है कि अस्पताल सोशल मीडिया का उपयोग करते समय रोगी की गोपनीयता और गोपनीयता की सुरक्षा को प्राथमिकता देते हैं?

- हां
- नहीं
- निश्चित नहीं

22) How concerned are you about the potential misuse and mis handling of your personal data by hospitals on social media?

- Very concerned
- Somewhat concerned
- Not concerned

22) सोशल मीडिया पर अस्पतालों द्वारा आपके व्यक्तिगत डेटा के संभावित दुरुपयोग और गलत तरीके से संभालने के बारे में आप कितने चिंतित हैं?

- बहुत चिंतित
- कुछ हद तक चिंतित
- चिंतित नहीं

23) Do you believe hospitals should obtain explicit concerned from individuals before using their personal stories or experience is in social media marketing campaigns?

- Yes
- No

- Not sure

23) क्या आप मानते हैं कि अस्पतालों को सोशल मीडिया विपणन अभियानों में अपनी व्यक्तिगत कहानियों या अनुभव का उपयोग करने से पहले व्यक्तियों से स्पष्ट रूप से चिंतित होना चाहिए?

- हाँ
- नहीं
- निश्चित नहीं

24) Would you be more incline to trust a hospital that demonstrate transparency regarding its social media usage and data handling policies?

- Yes
- No
- Not sure

24) क्या आप एक ऐसे अस्पताल पर भरोसा करने के लिए अधिक इच्छुक होंगे जो अपने सोशल मीडिया उपयोग और डेटा हैंडलिंग नीतियों के बारे में पारदर्शिता प्रदर्शित करता है?

- हाँ
- नहीं
- निश्चित नहीं

25) In your opinion, what are the most critical ethical considerations hospitals should address when using social media for brand awareness?

- Privacy of patient's information
- Accuracy of information shared
- Respect for patient autonomy
- Others

25) आपकी राय में, ब्रांड जागरूकता के लिए सोशल मीडिया का उपयोग करते समय अस्पतालों को सबसे महत्वपूर्ण नैतिक विचारों को संबोधित करना चाहिए?

- रोगी की जानकारी की गोपनीयता
- साझा की गई जानकारी की सटीकता

- रोगी की स्वायत्तता का सम्मान
- अन्य

26) What measures do you think Hospital should take for the security of data shared on social media platforms?

- Encryption of data
- Regular security audits
- Staff training on data protection
- Others

26) आपको क्या लगता है कि सोशल मीडिया प्लेटफॉर्म पर साझा किए गए डेटा की सुरक्षा के लिए अस्पताल को क्या उपाय करने चाहिए?

- डेटा का एन्क्रिप्शन
- नियमित सुरक्षा ऑडिट
- डाटा सुरक्षा पर कर्मचारियों को प्रशिक्षण
- अन्य

27) Do you believe that analyzing public perception and brand awareness of tertiary hospitals through social media platforms can contribute to improving public health outcomes?

- Yes
- No
- Not sure

27) क्या आप मानते हैं कि सोशल मीडिया प्लेटफार्मों के माध्यम से तृतीयक अस्पतालों की सार्वजनिक धारणा और ब्रांड जागरूकता का विश्लेषण सार्वजनिक स्वास्थ्य परिणामों में सुधार करने में योगदान कर सकता है?

- हाँ
- नहीं
- निश्चित नहीं

28) Rate the importance of ensuring that the analysis of social media content related to tertiary hospitals is conducted in a manner that respects the dignity and autonomy of individuals. (Likert scale: 1-Not important at all, 5-Extremely important)

28) यह सुनिश्चित करने के महत्व का मूल्यांकन करें कि तृतीयक अस्पतालों से संबंधित सोशल मीडिया सामग्री का विश्लेषण इस तरह से किया जाता है जो व्यक्तियों की गरिमा और स्वायत्तता का सम्मान करता है। (लिकर्ट स्केल: 1-बिल्कुल महत्वपूर्ण नहीं, 5-अत्यंत महत्वपूर्ण)

29) Should the findings from the analysis of social media content related to tertiary hospitals be used in a way that promotes the fair and equitable distribution of health resources and services?

29) क्या तृतीयक अस्पतालों से संबंधित सोशल मीडिया सामग्री के विश्लेषण के निष्कर्षों का उपयोग इस तरह से किया जाना चाहिए जो स्वास्थ्य संसाधनों और सेवाओं के निष्पक्ष और न्यायसंगत वितरण को बढ़ावा देता है?

30) To what extent do you believe that the potential benefits of analyzing social media content for public health purposes (e.g., improving healthcare services) outweigh the potential risks (e.g., privacy concerns)? (Likert scale: 1-Potential risks outweigh benefits, 5-Potential benefits outweigh risks)

30) आप किस हद तक मानते हैं कि सार्वजनिक स्वास्थ्य उद्देश्यों के लिए सोशल मीडिया सामग्री का विश्लेषण करने के संभावित लाभ (e.g., स्वास्थ्य सेवाओं में सुधार) संभावित जोखिमों (e.g., गोपनीयता संबंधी चिंताओं) से अधिक हैं। (लिकर्ट स्केल: 1-संभावित जोखिम लाभ से अधिक हैं, 5-संभावित लाभ जोखिम से अधिक हैं)

31) Do you believe that tertiary hospitals should clearly disclose any sponsored or paid content related to their brand on social media platforms?

- Yes
- No
- Not sure

31) क्या आप मानते हैं कि तृतीयक अस्पतालों को सोशल मीडिया प्लेटफॉर्म पर अपने ब्रांड से संबंधित किसी भी प्रायोजित या भुगतान की गई सामग्री का स्पष्ट रूप से खुलासा करना चाहिए?

- हाँ
- नहीं
- निश्चित नहीं

32) Should tertiary hospitals refrain from using social media content (such as user-generated comments or reviews) in a way that could be considered defamatory or denigrating towards their competitors?

- Yes
- No

32) क्या तृतीयक अस्पतालों को सोशल मीडिया सामग्री (जैसे उपयोगकर्ता द्वारा उत्पन्न टिप्पणियों या समीक्षाओं) का उपयोग इस तरह से करने से बचना चाहिए जिसे उनके प्रतिद्वंद्वियों के प्रति मानहानिकारक या अपमानजनक माना जा सकता है?

- हां
- नहीं

33) To what extent do you believe that tertiary hospitals should respect the intellectual property rights of others (e.g., copyrighted content, trademarks) when creating and sharing content on social media platforms? (Likert scale: 1-Not important at all, 5-Extremely important)

33) आप किस हद तक मानते हैं कि तृतीयक अस्पतालों को सोशल मीडिया प्लेटफॉर्म पर सामग्री बनाते और साझा करते समय दूसरों के बौद्धिक संपदा अधिकारों (e.g., कॉपीराइट सामग्री, ट्रेडमार्क) का सम्मान करना चाहिए? (लिकर्ट स्केल: 1-बिल्कुल महत्वपूर्ण नहीं, 5-अत्यंत महत्वपूर्ण)

34) Should hospital brands follow ethical guidelines when marketing on social media ?

- Yes
- No

34) क्या अस्पताल के ब्रांडों को सोशल मीडिया पर विपणन करते समय नैतिक दिशानिर्देशों का पालन करना चाहिए?

- हां
- नहीं

35) Should hospitals disclose any partnerships or sponsorships on social media to maintain transparency and avoid misrepresenting the public?

- Yes
- No
- Not sure

35) क्या अस्पतालों को पारदर्शिता बनाए रखने और जनता को गलत तरीके से प्रस्तुत करने से बचने के लिए सोशल मीडिया पर किसी भी साझेदारी या प्रायोजन का खुलासा करना चाहिए?

- हां
- नहीं
- पक्का नहीं

36) Should hospitals provide educational resources or information on social media platform to promote health literacy and awareness, even if it's means sharing sensitive potential to triggering content?

- Yes
- No
- Not sure

36) क्या अस्पतालों को स्वास्थ्य साक्षरता और जागरूकता को बढ़ावा देने के लिए सोशल मीडिया प्लेटफॉर्म पर शैक्षिक संसाधन या जानकारी प्रदान करनी चाहिए, भले ही इसका मतलब सामग्री को ट्रिगर करने की संवेदनशील क्षमता को साझा करना हो?

- हाँ
- नहीं
- निश्चित नहीं

37) Overall, how would you rate the importance of security and ethical considerations in hospital social media marketing?

- Extremely important
- Important
- Not important

37) कुल मिलाकर, आप अस्पताल के सोशल मीडिया विपणन में सुरक्षा और नैतिक विचारों के महत्व को कैसे मूल्यांकन करेंगे?

- अत्यंत महत्वपूर्ण
- महत्वपूर्ण
- महत्वपूर्ण नहीं है

Section G: Comparison among tertiary care hospitals

खंड जीः तृतीयक देखभाल अस्पतालों के बीच तुलना

38) In your opinion, which tertiary care hospital has the strongest social media presence?

38) आपकी राय में, किस तृतीयक देखभाल अस्पताल में सबसे मजबूत सोशल मीडिया उपस्थिति है?

39) Rate the following hospitals based on their social media presence and engagement. (Likert scale: 1-Poor, 5-Excellent)

- Santosh hospital
- Max hospital
- Yashoda hospital
- Urban hospital
- Manipal hospital

39) निम्नलिखित अस्पतालों को उनकी सोशल मीडिया उपस्थिति और जुड़ाव के आधार पर मूल्यांकन करें। (लिकर्ट स्केल: 1-खराब, 5-उत्कृष्ट)

- संतोष अस्पताल

- मैक्स अस्पताल
- यशोदा अस्पताल
- शहरी अस्पताल
- मणिपाल अस्पताल

40) When considering hospitals, what factors do you prioritize?

- Reputation
- Service offered
- Location
- Cost-effective
- Others

40) अस्पतालों पर विचार करते समय, आप किन कारकों को प्राथमिकता देते हैं?

- प्रदान की जाने वाली प्रतिष्ठा
- सेवा
- स्थान
- लागत प्रभावी
- अन्य

41) How important is a hospital's online presence and engagement on social media platform influencing your decision?

- Extremely important
- Important
- Not important

41) सोशल मीडिया प्लेटफॉर्म पर अस्पताल की ऑनलाइन उपस्थिति और जुड़ाव आपके निर्णय को प्रभावित करना कितना महत्वपूर्ण है?

- अत्यंत महत्वपूर्ण
- महत्वपूर्ण
- महत्वपूर्णनहीं है

42) Have you ever compared hospitals based on their social media activity or online reviews? If so, what did you find most helpful in making your decision?

42) क्या आपने कभी अस्पतालों की तुलना उनकी सोशल मीडिया गतिविधि या ऑनलाइन समीक्षाओं के आधार पर की है? यदि ऐसा है, तो आपको अपना निर्णय लेने में सबसे अधिक क्या सहायक लगा?

43) When choosing a hospital, do you rely more on personal recommendations or online research?

43) अस्पताल चुनते समय, क्या आप व्यक्तिगत सिफारिशों या ऑनलाइन शोध पर अधिक भरोसा करते हैं?

44) What do you like or dislike about the social media branding strategies of different tertiary care hospitals?

44) विभिन्न तृतीयक देखभाल अस्पतालों की सोशल मीडिया ब्रांडिंग रणनीतियों के बारे में आपको क्या पसंद या नापसंद है?

45) In your opinion, which hospitals in your area have the most effective social media Strategies for building brand awareness? And why?

45) आपकी राय में, आपके क्षेत्र के किन अस्पतालों में ब्रांड जागरूकता बनाने के लिए सबसे प्रभावी सोशल मीडिया रणनीतियाँ हैं? और क्यों?

46) When comparing different hospitals in your area, how much weight do you give to their social media activity and online reputation in your decision-makingprocess?

46) अपने क्षेत्र के विभिन्न अस्पतालों की तुलना करते समय, आप अपनी निर्णय लेने की प्रक्रिया में उनकी सोशल मीडिया गतिविधि और ऑनलाइन प्रतिष्ठा को कितना महत्व देते हैं?

47) Can you name any hospital that you follow or have seen on social media ? And how did you first hear about those hospitals on social media?

47) क्या आप किसी ऐसे अस्पताल का नाम बता सकते हैं जिसे आप फॉलो करते हैं या सोशल मीडिया पर देखा है? और कैसे हुआ?

Section H: Social media impact on hospital brand awareness and public perception in Santosh hospital

खंड एचः संतोष अस्पताल में अस्पताल की ब्रांड जागरूकता और जनता की धारणा पर सोशल मीडिया का प्रभाव

48) Are you aware of Santosh hospital?

- Yes
- No

48) क्या आप संतोष अस्पताल के बारे में जानते हैं?

- हां
- नहीं

49) How did you first hear about Santosh hospital?

- Social media
- Word of mouth
- Television
- Radio
- Others

49) आपने पहली बार संतोष अस्पताल के बारे में कैसे सुना?

- सोशल मीडिया
- मुँह की बात
- टेलीविजन
- रेडियो
- अन्य

50) Have you ever encountered Santosh hospitals presence on social media?

- Yes
- No

50) क्या आपने कभी सोशल मीडिया पर संतोष अस्पताल की उपस्थिति का सामना किया है?

- हां
- नहीं

51) if yes, what type of content have youseen from Santosh hospital on social media?

51) यदि हाँ, तो आपने सोशल मीडिया पर संतोष अस्पताल से किस प्रकार की सामग्री देखी है?

52) Do the social media activities of Santosh Hospital positively impact its brand awareness?

- Yes
- No

52) क्या संतोष अस्पताल की सोशल मीडिया गतिविधियाँ इसकी ब्रांड जागरूकता को सकारात्मक रूप से प्रभावित करती हैं?

- हां
- नहीं

53) How likely you are to consider Santosh hospital for healthcare services-based on its social media presence?

- Very likely
- Likely
- Neutral
- Unlikely
- Very unlikely

53) सोशल मीडिया उपस्थिति के आधार पर आप स्वास्थ्य सेवाओं के लिए संतोष अस्पताल पर विचार करने की कितनी संभावना रखते हैं?

- बहुत संभावना है।
- संभावना है
- तटस्थ
- संभावना नहीं
- बहुत संभावना नहीं है

54) How would you rate Santosh hospitals presence on social media in terms of: -
(Note: Please read each item carefully & tick your answer)
54) आप सोशल मीडिया पर संतोष अस्पताल की उपस्थिति का मूल्यांकन कैसे करेंगेः -

Item	Options				
Frequency of posts पदों की आवृत्ति	Very active बहुत सक्रिय	Active सक्रिय	Neutral तटस्थ	Inactive निष्क्रिय	Very inactive बहुत निष्क्रिय
Quality of content सामग्री की गुणवत्ता	Excellent उत्कृष्ट	Good अच्छा	Fair निष्पक्ष	Poor खराब	
Engagement with audience दर्शकों के साथ जुड़ाव	High उच्च	Moderate मध्यम	Low कम		
Transparency and responsiveness पारदर्शिता और जवाबदेही	Transparent and responsive पारदर्शी और प्रतिक्रियाशील	Somewhat Transparent and responsive कुछ हद तक पारदर्शी और उत्तरदायी	Neutral तटस्थ	Not Transparent and responsive पारदर्शी और प्रतिक्रियाशील नहीं	

55) How would you rate Santosh hospitals social media presence compared to other tertiary care hospitals?

- Better

- Same
- Worse

55 डिया

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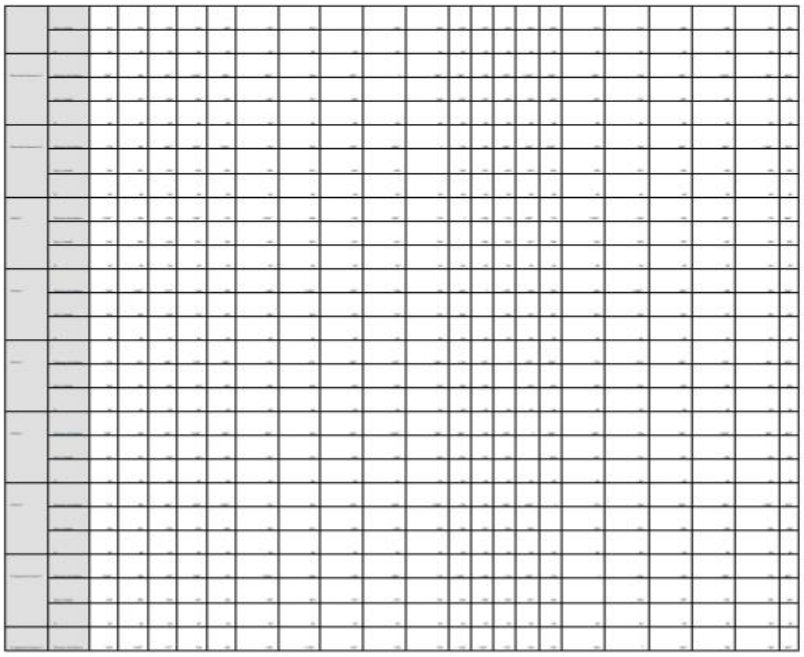

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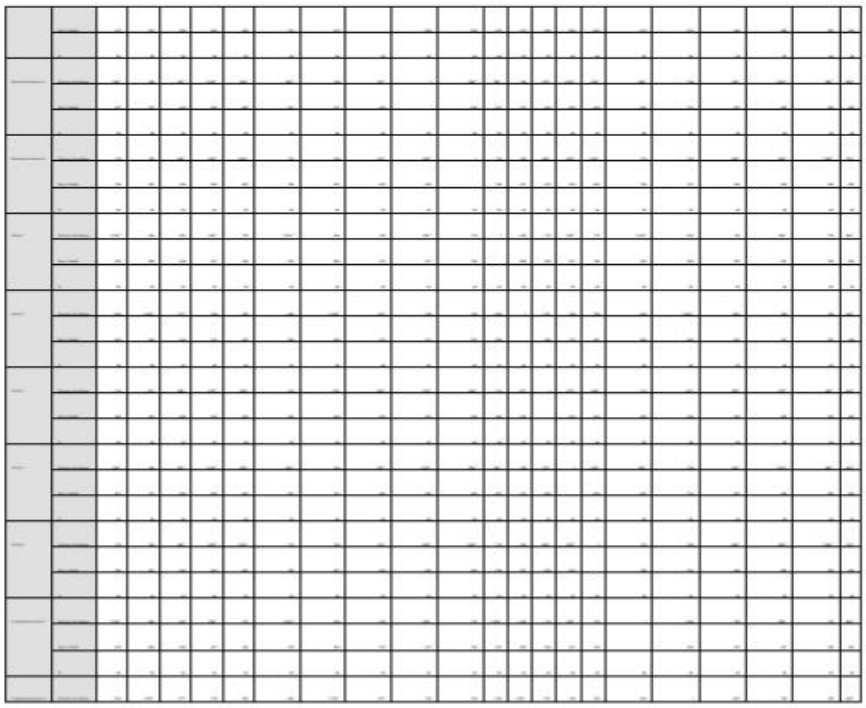
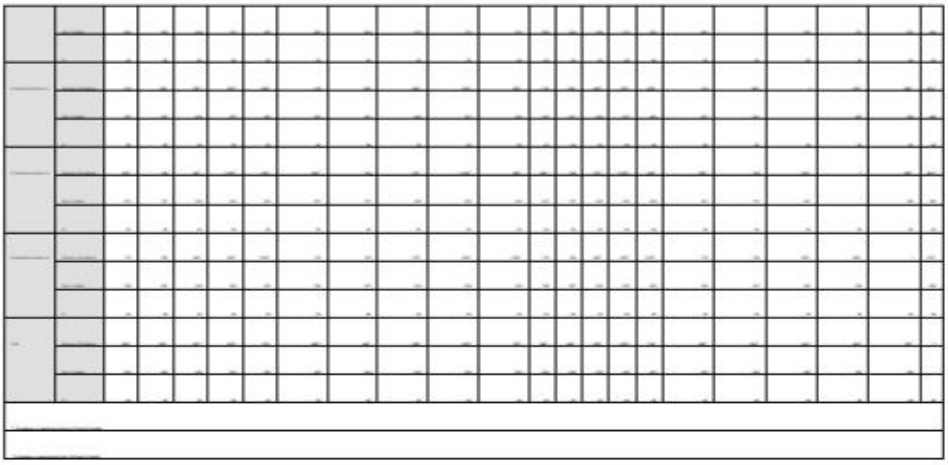
खंड I: प्रातिक्रया आर सुझाव

57) Do you have any other comments or suggestions regarding the use of social media by tertiary care hospitals for branding and public engagement?

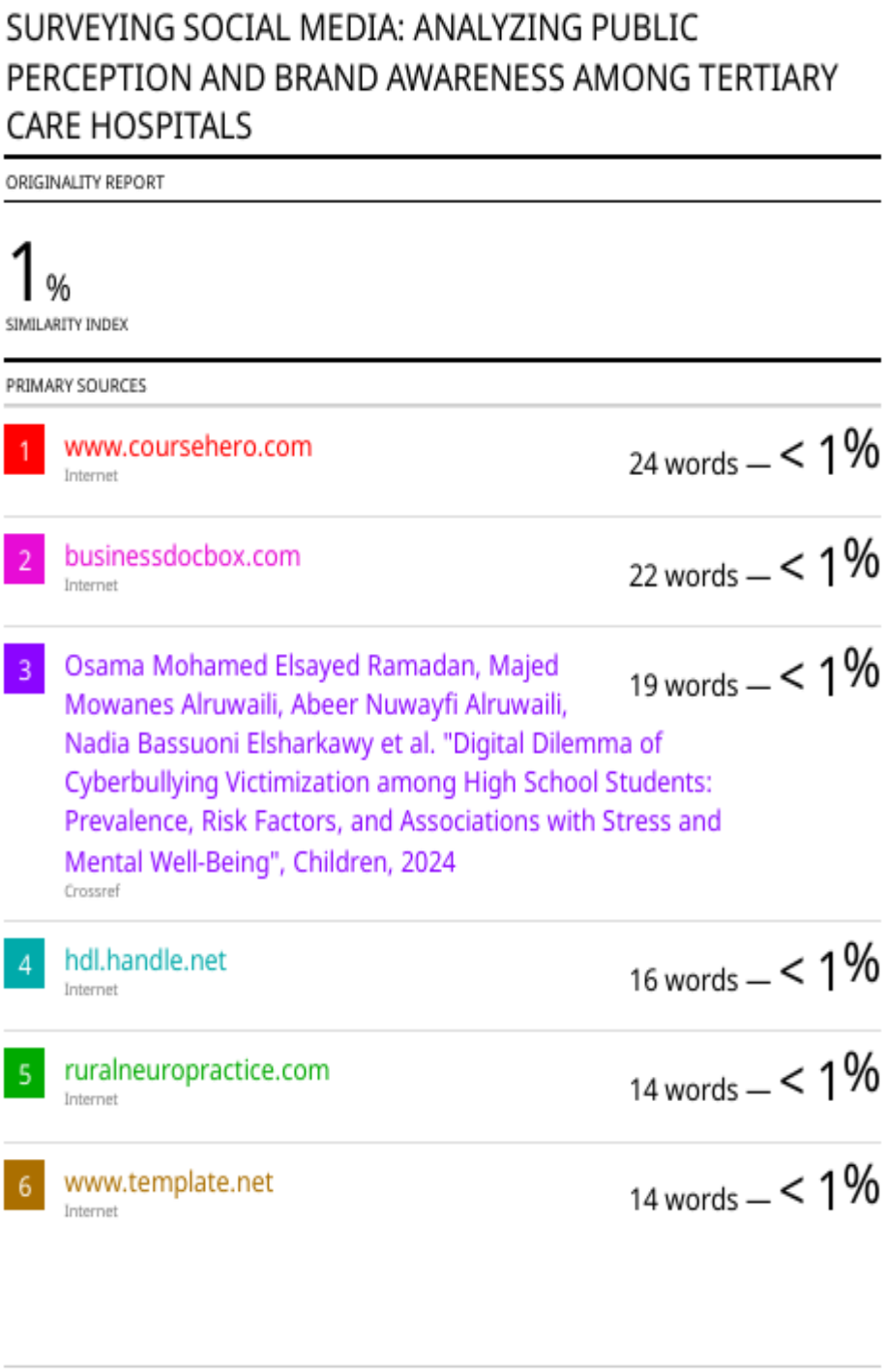
57) क्या आपके पास ब्रांडिंग और सार्वजनिक जुड़ाव के लिए तृतीयक देखभाल अस्पतालों द्वारा सोशल मीडिया के उपयोग के संबंध में कोई अन्य टिप्पणी या सुझाव हैं?

Questionnaire validation





Appendix B: Plagiarism certificate



SURVEYING SOCIAL MEDIA: ANALYZING PUBLIC PERCEPTION AND BRAND AWARENESS AMONG TERTIARY CARE HOSPITALS

ORIGINALITY REPORT

1%
SIMILARITY INDEX

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Appendix C: Statistician certificate

SANTOSH Deemed to be University

SANTOSH Central Research Facility

CENTER FOR INTERDISCIPLINARY RESEARCH AND INNOVATION

To Whom It May Concern

This is to certify that the Post-Graduate Dissertation entitled **"Surveying Social Media: Analyzing Public Perception and Brand Awareness Among Tertiary Care Hospitals"** by Mr./**Ms.**/Dr **Mantsha Chaudhary**, Department of Hospital Administration (PhD/MD/MS/MDS/MSc/**MHA**), Batch-(2022-24) has been carefully assessed and authenticated by the Assistant Prof-Cum Bio-statistician of Santosh Deemed to be University.

This certification is issued based on the examination and review conducted by the Biostatistician, confirming adherence to statistical principles and practices.

Date: 24.07.2024

Signature:

Dr. Amod Kumar

(Assistant Professor cum Bio- Statistician)

Department of Community Medicine,

Santosh Deemed to be University Ghaziabad,

Delhi (NCR)

Appendix D: Ethical clearance certificate

SANTOSH
Deemed to be University
(Established u/s 3 of the UGC Act, 1956)

F. No. SU/R/2024/1344[33] Dated: 17.05.2024

Subject: Grant of Ethical Clearance for **Dissertation Protocol** Topic **"Analyzing Public Perception and Brand Awareness Among Tertiary Care Hospital",** submitted by **MANTSHA,** student of Master in Hospital Administration, 2022 Batch.

*****

With reference to the request for grant of Ethical Clearance for the Dissertation Protocol entitled **"Analyzing Public Perception and Brand Awareness Among Tertiary Care Hospital", MANTSHA** is informed that the **Dissertation Protocol** submitted by him/her was considered by the **Screening Committee** of the **Allied Health Sciences** in its meetings held on 07.02.2024 and 29.02.2024. The recommendations of the **Screening Committee** were considered in detail by the **Institutional Ethics Committee** in its meeting held on **15.05.2024** and the same was **approved** by the **Ethics Committee** of the **Santosh Deemed to be University, Ghaziabad, Delhi NCR.**

He /She is informed accordingly for further necessary action.

17/5/24

[Dr. EZHILRAJAN. K]
REGISTRAR

MANTSHA
Master in Hospital Administration.

Copy to:

1. The Vice Chancellor
2. The Dean – Academics
3. The Dean, SMC&H
4. The Dean – Research
5. The Director - IQAC
6. HOD/ Course In-charge of the concerned Department.

Appendix E: Informed Consent

SANTOSH MEDICAL COLLEGE AND HOSPITAL (GHAZIABAD)

INFORMED CONSENT

I _____ Son/Daughter/Wife of _____ resident of _____hereby declare that I give my full, free and voluntary informed consent in the dissertation –**"SURVEYING SOCIAL MEDIA: ANALYZING PUBLIC PERCEPTION AND BRAND AWARENESS AMONG TERTIARY CARE HOSPITALS",**and I have been informed to my full satisfaction, in the language I understand, about the purpose, nature of study and various investigations for the study to be carried out. Additionally, I have been informed about the duration of the study and instructions to be followed during the study period.

I give full consent for being enrolled in the above study and I reserve my rights to withdraw from this study, whenever I wish without prejudice of my rights.

Participant signature
Or thumb impression

Name: **Date:**

Signature of Investigator:
Name: Mantsha
Designation: PG Department of
Hospital Administration
Contact No.-7827401011

संतोष मेडिकल कॉलेज एवं अस्पताल (गाजियाबाद)

सहमतिपत्र (सूचित)

मैं _____ बेटा / बेटी /पत्नी_____

निवासी _____ , यह घोषित करता/करती हूं कि मैं **"सोशल मीडिया का सर्वेक्षण: तृतीयक देखभाल अस्पतालों के बीच सार्वजनिक धारणा और ब्रांड जागरूकता का विश्लेषण"** शीर्षक वाले शोध प्रबंध में अपनी पूर्ण, स्वतंत्र और स्वैच्छिक सूचित सहमति देता/देती हूं। मुझे मेरी पूरी संतुष्टि के लिए, जिस भाषा को मैं समझता/समझती हूं, में अध्ययन के उद्देश्य, प्रकृति और अध्ययन के लिए की जाने वाली विभिन्न जांचों के बारे में सूचित किया गया है। इसके अलावा, मुझे अध्ययन की अवधि और अध्ययन अवधि के दौरान पालन किए जाने वाले निर्देशों के बारे में सूचित किया गया है।

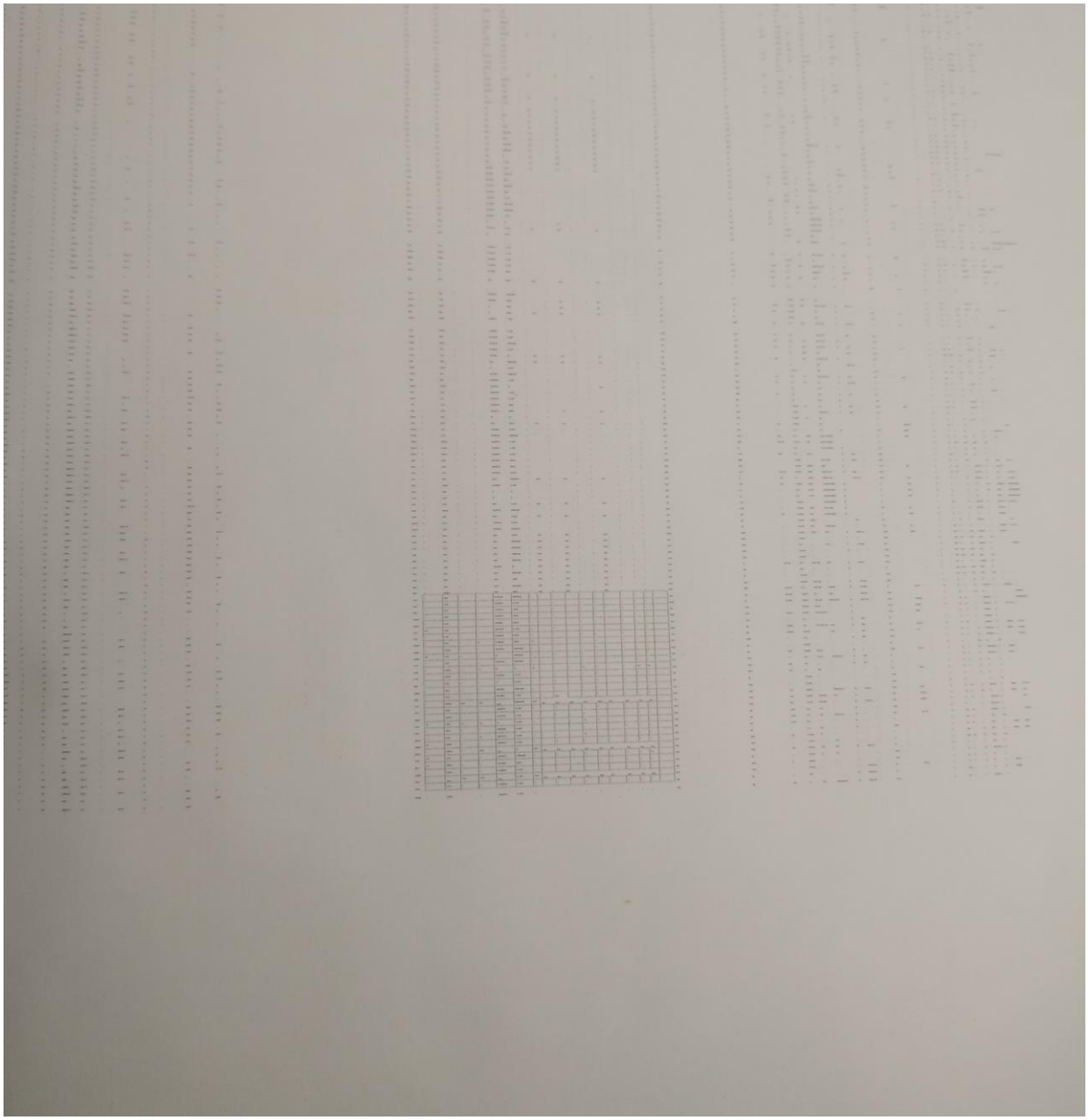
मैं उपरोक्त अध्ययन में नामांकित होने के लिए पूर्ण सहमति देता/देती हूं और मैं बिना किसी पूर्वाग्रह के इस अध्ययन से कभी भी अपनी इच्छा से वापस लेने का अधिकार सुरक्षित रखता/रखती हूं।

प्रतिभागी के हस्ताक्षर
याअंगूठे का निशान

नाम: **दिनांक:**

नाम: मनतशा
पदनाम: पीजी
अस्पताल प्रशासन विभाग
संपर्क नंबर- 7827401011

Appendix F: Master Chart

Master chart outline

Parameters	**No. Of Questions**	**Scale used**
Analysis of gender	1	Male,female
Analysis of age	1	18-34, 35-54, 55-65
Social media usage	2-5	Close-ended
Healthcare information behavior	3-6	Close-ended
Hospital awareness	3-6	Open- ended, Close-ended
Perception of hospital brands	10-14	Likert scale
Security & ethical consideration	10-14	Likert scale, Close-ended
Comparison among hospitals	8-10	Close-ended, Likert scale, Open- ended
Social media impact on hospital brand awareness and public perception in Santosh Hospital	16-20	Close-ended, Likert scale, Open- ended
Feedback and suggestion	3-5	Open- ended